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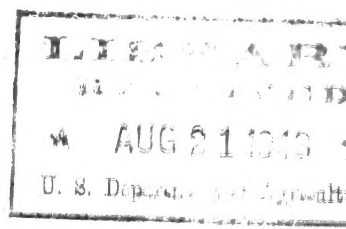
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Fall 1943
PARADE OF

Modern Roses

PERENNIALS AND FRUITS

WITH FIRST PICTURES OF
THE NEW ROSES FOR 1944



*Fall is the
Ideal Time
to Plant!*



© J. & P. CO.

PRESENTING

Katherine T. Marshall

New for 1944, this breath-taking Hybrid Tea is appropriately All-American in origin and has been named to honor the wife of General Marshall, Chief of Staff, U. S. Army. Created by the J. & P. Department of Plant Research (Plant Patent applied for). Complete description on page 8.

Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS

NEWARK, NEW YORK - The Rose Capital of America

A close-up of the exquisite buds, ideal for boutonnieres and corsages

Pinocchio

(Plant Patent No. 484)

The Amazing "ROSE OF TOMORROW"

Most Popular New Rose of the Year

This is the sensational new Rose that has won such instant popularity all over America. Even this spring, in its year of introduction, more than ten times as many plants were ordered than of any other Modern Rose. It is regretted that we had to disappoint thousands whose orders were received after the supply was completely exhausted. From the extensive plantings this year, now blooming in our fields, the choicest plants will be selected to plant this fall—so you too may have Pinocchio in all its glory in your garden next summer.

Lovely in the Garden, and for Bouquets

Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush, setting the entire plant aglow with pastel harmony. Great clusters of exquisite pointed buds open gradually to long-lasting double exhibition Roses in miniature, 1½ inches across. The artistic sprays of buds and blooms are incomparable for flower arrangement. Unrivalled for boutonnieres. Used by leading florists for unusual corsages and bouquets.

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. Pinocchio blooms so exuberantly, the word "everblooming" seems inadequate—as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. Bred to endure the most rigorous winters and also to persist in blooming abundantly from early June through hot summer and all fall.

Buds... pointed, exquisite, salmon flushed gold at base.

Plants... very prolific, continuous; hundreds of blooms to a bush. Extremely hardy, 20 to 24 in. tall. Rich dark green foliage, ample, very disease-resistant.

Blooms... in great clusters, opening slowly to exhibition Hybrid Teas in miniature, 1½ in. across, gradually changing to soft clear pink and acquiring deeper pink edges. Long-lasting. Admirable for flower arrangement. Exotic, fruity fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

Truly the all-purpose wonder of Rosedom, and of course a J. & P. introduction. The flowers are long-lasting in all weather in the garden and often keep from 8 to 10 days in the home. A pinnacle of achievement in the new hardy race of Roses called Floribundas [see pp. 4-7].

Pinocchio

Sue Hastings' puppet Pinocchio admires the Rose named for him in the J. & P. gardens when a guest at the Festival of Roses. This picture used by special arrangement with Walt Disney Productions.

In the garden Pinocchio has many uses and generously fulfills them all. Ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink clusters are refreshing in mass plantings and edgings for paths, drives, beds and borders. In addition to these new uses, Pinocchio may be planted wherever one would use Hybrid Tea Roses. The abundant bloom provides a striking color display all summer and fall, as in the bed the puppet Pinocchio is admiring in the picture below.



© J. & P. CO.

This lovely arrangement of Pinocchio Roses was created by Dorothy Biddle and Dorothea Blom, eminent authorities on flower arranging—eloquently showing the limitless possibilities for anyone with 3, 6 or more plants in the garden. One of Pinocchio's outstanding beauties is its abundance of graceful clusters at all times, easy to arrange in bouquets.

Your Garden in Wartime

sustains both body and spirit

TWENTY MILLION Victory Gardens this summer! More than ever before, as a nation we have learned the thrills and satisfactions of growing things in our own gardens—vegetables and fruits to feed the body, the beauty and fragrance of flowers for the soul. And gardeners have remembered to produce both. In everyone there is an innate longing for the beauty of flowers—particularly the Rose. Even the labor of tending the vegetable plot seems so much easier where Roses also bloom.

In the sweat and tears of a world at war, the garden is a refuge of calm and peace. Here we find relaxation from mental strain, solace for worry and woe, comfort from nature's blessings on the work of our hands. The infinite loveliness of flowers and the miracle of nature's increase are the opposite extreme from the destruction of war. For our spirits these beauties are a source of vitality just as surely as the vitamins we eat.

And the Roses still bloom, a promise of the peace that is to come—not for a decade have they been so glorious! Nature continues to do her part; we must do ours. So this catalog comes now, for your selections to prepare this fall for a lovely garden next year—for its lift to your family's morale, for the entire community as beauty and fragrance fill the air, for the lovely Roses you can cut and give to shut-ins and friends.



A striking arrangement of Mary Margaret McBride Roses (see p. 11), created for the Festival of Roses by Esther C. Grayson, co-author of "Flower Arrangement in Color." With this picture, any hostess can duplicate the setting in her own home.

THE PARADE OF MODERN ROSES, PERENNIALS, FRUITS



World's Largest Rose Growers

Here at Newark, the Rose Capital of America—in the rigorous climate of northern New York State—over a million Modern Rose plants now bloom in the fields, proving themselves and storing up vigor and beauty, ready to dig for your garden this fall. Our thousands of acres of nursery plantings also include Perennials and Fruits, to properly serve the nationwide demand for Modern Roses and nursery stock. 120 testing stations are maintained, from coast to coast.

To Keep America Free

In the midst of a war America did not seek, we must continue the institutions that have made our nation great. Gardening is one of them. Boys at the front write how much it means to them to think of the quiet and beauty in the garden back home. Axis tyrants must not cause us to lose the joys of life—now more than ever, in our restricted and more intense daily life, there is need for the beauty of the Rose, and its lift to wartime morale.

Instinctively, the gardeners of America have sensed this need—so eloquently shown in the spontaneous avalanche of orders you sent us last spring. We are grateful for your patience and kind cooperation while we were overcoming manpower shortages, typewriter scarcities and transportation problems in getting your orders safely shipped, and your letters answered. We regret our stocks were so completely exhausted before all orders could be filled. That same interest continues this fall and favorite varieties in this book may be unavailable next spring—it will be wise to plant this fall.

We miss the hundred thousand visitors who in other years came to the Festival of Roses, in progress when this catalog went to press. Because travel restrictions kept you from coming, pictures of the Festival and fields will be printed in our next catalog.

I now invite you to new adventure, and the finest garden you ever had. May your 1944 Victory Garden bring new joy of achievement to you, be a morale-maintaining sector on the home front, and present a prophetic picture of lasting peace soon to come.

Charles H. Perkins
President

Jackson & Perkins Co.

1 Rose Lane, NEWARK, NEW YORK.

The Rose Capital of America

OUR Guarantee IS YOUR PROTECTION

OUR GUARANTEE—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

J. & P. Modern Roses will thrive in any fertile soil under all climatic conditions in this country, increasing in beauty and profusion year after year. Every Rose plant you receive from us bears the J. & P. waterproof label, symbol of our guarantee.

While the J. & P. Guarantee above relates specifically to Modern Roses, you are assured that J. & P. Modern Perennials Dwarf Apple Trees, Fruits, are equally covered by its provisions.

Victory Garden Harvest Shows

We pay tribute to all who helped sponsor and conduct the Victory Garden Harvest Shows last summer and fall for Army-Navy Relief, inaugurated right here in Newark at the Festival of Roses. A total of over \$60,000 was contributed. This year the goals are higher. Write Victory Garden Harvest Shows, National War Fund, Empire State Bldg., New York City, for helps in conducting your Show.



Fall is the Ideal Time to Plant

Have Earlier, Bigger Blooms and More of Them Next Summer

Wintering in the ground is Nature's way. Leading Rosarians, horticultural colleges, plant research experts, etc., now say fall is an even better time than spring to plant. Our Dept. of Plant Research thoroughly approves the custom; so do our customers—three times as many Modern Roses were planted last fall as in the previous year.

Besides the advantages to the plants, there are many conveniences for you. The soil is mellow, easy to work. Prepare it whenever you want, then let lay till the plants arrive. Planting your Modern Roses, Fruits and Perennials this fall saves all that time for other Victory Garden duties next spring.

J. & P. Roses are shipped at the proper time for planting; usually during October. We dig the plants when they have completed their seasonal growth and become dormant. You plant in ground still warm from the summer's sun, and a fine growth of new rootlets begins at once.

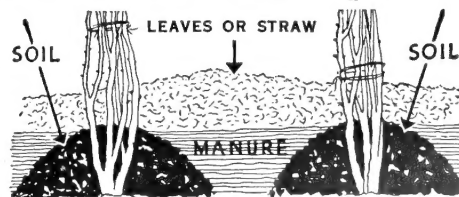
These rootlets establish the plant, ready to feed the new wood from the soil nutrients next spring, supplementing the stored-up energy and reserve in the plant itself. You get more, earlier and finer blooms next summer by planting this fall. Soon as your order is received, we mail you complete instructions—how to prepare ground, how to plant, what to do all year round.

We Protect You Against Winter Loss

Should any J. & P. plants you set out this fall, following our easy, simple directions, fail to live and bloom, we will replace prepaid and free of charge.

Winter Protection Is Very Simple

J. & P. Modern Roses are bred to survive rigorous winters so need only billing up with earth and the adding of manure or leaves or both, if available.





World's
Fair

© J. & P. CO.

Floribundas

Everblooming—Abundant, Rugged . . .

The most talked-about development in Rosedom! Every year thousands add these colorful Floribundas to their plantings; every year we are compelled to increase our plantings; it is difficult to keep up with the demand. To meet the need for a hardier, more rugged, easy-to-grow race of Roses which would persist in giving an abundant mass of blooms and color from early June right through the hot summer months and all fall, year after year, Floribundas were created. Hardy wild Roses are the basic parents, adding the strains of the larger-flowered Roses so you can now select all the way from the lovely Joyous and Betty Prior to the very large-flowered doubles like Cheer, World's Fair, etc.

CHEER (Plant Patent applied for)

A bright, very deep rose-pink form of the prized World's Fair that has won its way to stardom round the world. Cheer, too, has become one of the most desired in Rosedom. The buds are orange-pink to red and in many sections approach geranium-red or rose-red.

Buds . . . ovoid, orange-pink.

Blooms . . . large, about 4 in., opening gracefully; in large clusters. Sweet fragrance.

Habit . . . vigorous, prolific. 2 ft. Dark green foliage.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

PINOCCHIO

Be sure to include the amazing Pinocchio, the Floribunda that has made Rose history, on the inside front cover of this book.

© J. & P. CO.



WORLD'S FAIR (Plant Patent No. 362)

Winner of First Award, All-America Selections

In the year of its introduction, chosen as the official Rose of the great New York World's Fair, this beauty continues in the affection of Rosedom and will be a leading "Rose of Tomorrow." Large clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. The double Hybrid-Tea-size flowers are popular everywhere. Exceptionally hardy; favorably reported from all parts of the country.

Prolific . . . continuous display, spring to frost.

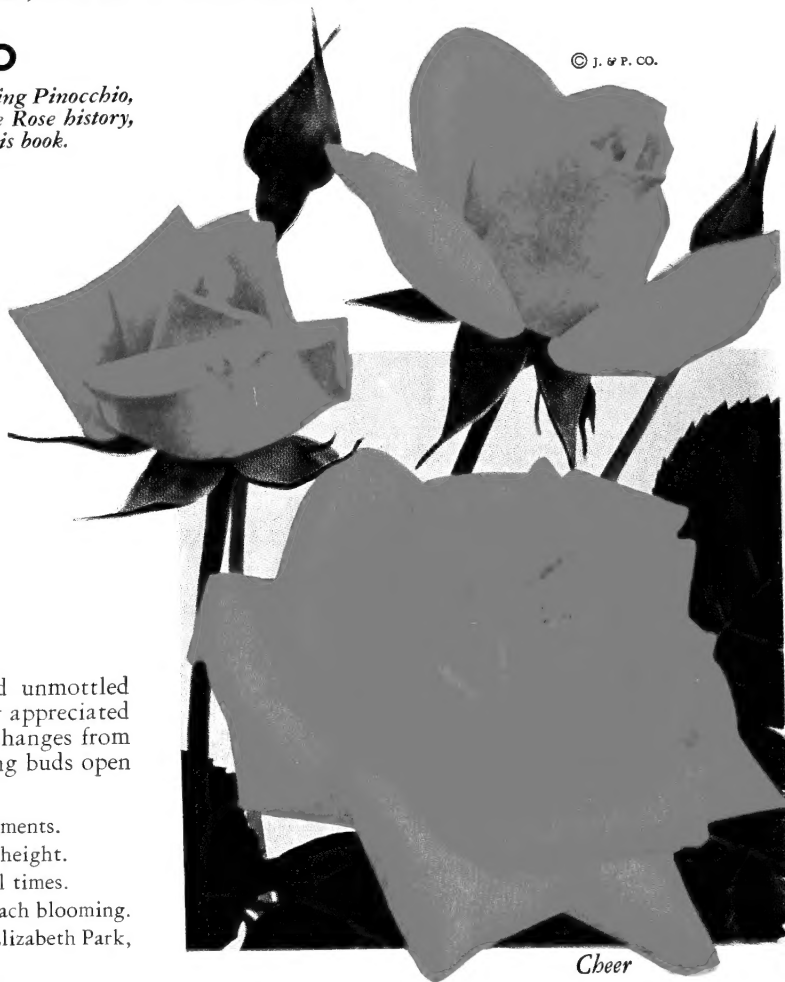
Size blooms nearly 4 in. across; 18 to 20 petals. Beautiful in the garden, and exquisite for cutting—very graceful even full-blown.

Vigorous . . . bushy; about 30 in. high.

Fragrance . . . lightly fresh.

Display . . . magnificent in solid group.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



Cheer

Use Floribundas generously in groups of 3, 5 or more.

Joyous

© J. & P. CO.

JOYOUS (Plant Patent No. 381)

A deeper Else Poulsen, the color remains clear and unmottled throughout the life of the flower, a virtue particularly appreciated over some of the older kinds in this color range. It changes from rose-red glory to deep, impressive pink as the charming buds open into delightfully informal blooms.

Unusual . . . for cutting, and arrangements.

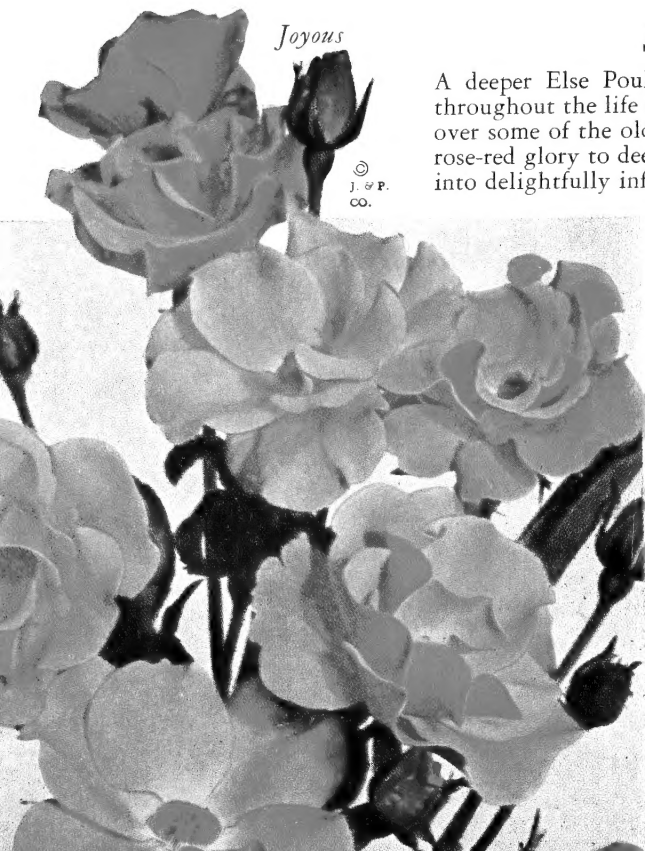
Strong . . . free blooming, medium height.

Blooms . . . clear, strong color at all times.

Foliage . . . deep red as plants approach blooming.

Honor . . . Silver Medal Award at Elizabeth Park, Hartford, 1939.

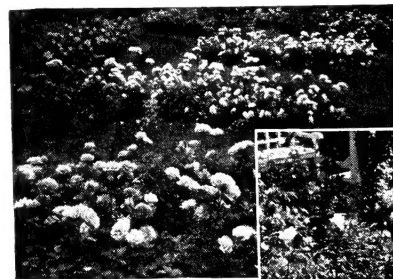
\$1. each; 3 for \$2.50;
12 for \$10.; 25 for \$18.75



Symphonic Six Group #351

The lovely salmon and pink Pinocchio on inside front cover, the deep rose-pink Cheer at right and the winsome coral-pink Smiles on p. 5, an ideal six for accent colors in a doorstep or sidewalk planting.

6 Plants, 2 of each
(value \$7.) for only **\$5.85**



At right, lovely white Snowbank accents landscape plantings behind, forms border along the grass path, effectively frames a bed of Hybrid Tea Roses.

A Floribunda corner in the J. & P. Display Gardens, Newark, N. Y.

The New Extremely Hardy Roses

for Every American Garden

... Disease-Resistant, Easy to Grow Anywhere!

Floribundas are ideal in all the varying climes of America, giving your garden a June-day appearance from spring till heavy frosts. Superb in borders, among evergreens and perennials—for spots of color anywhere in garden and grounds. The flowers are long-lasting, in all weather, in the garden and especially suited for table decoration, often keeping 8 to 10 days in water. Hybridized, tested and propagated in this rigorous climate of northern New York, it was Dr. Nicolas, in the J. & P. Dept. of Plant Research, who early caught a vision of the need for Floribundas. European hybridists were seeking the same ends there, and their creations have been added to his in the Floribunda Parade.



Snowbank

© J. & P. CO.

SUMMER SNOW (Plant Patent No. 416)

Beautiful heavy clusters of pure white flowers, clean as the falling snow. The most prolific of the white Floribundas. More compact than Snowbank, pictured at left, and more double in form and cluster.

Flowers..... clear white, dainty.
Prolific..... blooms freely till frost.
Plants..... 20 in. tall.
Fragrance..... sweet, elusive.
Foliage..... light green, attractive.

\$1. each; 3 for \$2.50;
 12 for \$10.; 25 for \$18.75

SNOWBANK (Plant Patent No. 279)

A delightful white large-flowering Floribunda, growing 20 in. tall. Excellent *en masse* and for the border. Strong, bushy, with thick, healthy foliage. A delightful J. & P. origination by Dr. J. H. Nicolas. Effective for white massing, very desirable for bouquets and arrangements.

Buds..... dainty; buff-orange.
Flower..... blush-white, turning to pure white; semi-single, 3½ in. across, long-lasting; continuous.

Honored... A.R.S. Gold Medal, Hartford.
Bush..... 18 in., spreading.

\$1. each; 3 for \$2.50;
 12 for \$10.; 25 for \$18.75

HOLSTEIN (Plant Patent No. 395)

Immense flower-heads form a continuous carpet of striking red. Holstein creates a dramatic effect, probably produces more flowers than any other variety.

Prolific... immense clusters, a continuous mass of color all season. Highly desirable in borders and accent plantings.

Flowers... each flower about 3 in. across—brilliant red, cheerful white eye.

Plant... 24 to 30 in. tall; strong, upright stems. Vigorous dark foliage.

\$1. each; 3 for \$2.50;
 12 for \$10.; 25 for \$18.75

Mass Planting *To create great blankets of color, note the special low prices of Floribundas, for 25 or more of a variety to plant en masse.*

All Six Colors on These Pages

Group #352

World's Fair
 Cheer
 Joyous

Summer Snow
 Smiles
 Holstein

12 Plants, 2 of each **\$10.45**
 (value \$12.50) for only.

Page 5

Smiles



© J. & P. CO.

SMILES (Plant Patent No. 331)

A happy, cheery beauty in both form and color that will bring a new brightness and joy to your garden, wherever you may place it. From early spring to late frost, Smiles will give you gorgeous clusters of exquisite coral-pink buds opening to dainty 3-in., semi-double, beautifully shaped flowers of a lively salmon-pink. One of the Nicolas gems which has become very popular.

Color..... splendid salmon-pink.

Blooms..... long-lasting, perfectly formed, semi-double; diameter 3 in.

Characteristics... medium-tall, about 18 in., spreading plants.

Foliage..... a shiny dark green.

Fragrant..... daintily perfumed.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

© J. & P. CO.

Holstein



Floribundas set off evergreens, retain color in borders otherwise drab after flowering shrubs are done.

Effective in mass plantings, both for garden display and plenty of fine sprays for cutting.



Compelling color all summer in borders, path, door-step plantings, etc.

© J. & P. CO.



Rose Elfe

Floribundas

ROSE ELFE

So exquisite are the miniature blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized perfect Hybrid-Tea blooms, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny 2-in. high-centered flowers and offer not only a most attractive garden display but an opportunity for many cut-flowers all season. Known as "Delight" at the florists.

Flowers... gardenia-like. Very double. 2 to 2½ in. across. 30 small petals, perfect form.

Color.... silvery rose-pink. Deep pointed buds.

Plants... vigorous, healthy, 20 to 24 in. Dark green, glossy foliage. Disease-resistant.

Prolific... continuous blooms. June till frost.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

THE new hardy race of Roses that has so widened the uses of the "Queen of Flowers." Use Floribundas generously in groups of 3, 5 or more. To supply compelling color all season in shrubbery and perennial borders, sidewalk and doorstep plantings, and to replace annual foliage plants and flowers, Floribundas are ideal. To set off and add great splashes of color to home-grounds and estates, use 25 or more of a variety *en masse*. In addition to these newer uses, Floribundas are also planted wherever one would use Hybrid Teas.

Donald Prior

© J. & P. CO.



CARILLON (Plant Patent No. 136)

Carillon is one of the best-loved Roses of all time. Like the symphonic thrill from the group of bells in a cathedral carillon, the fullest enjoyment of Carillon is made possible by planting in groups of 6 to 12 or more, for a magic carpet of lustrous coral-flame resting on glossy green foliage. Carillon is a singing Rose, cheerful yet restful with its entrancing flame and coral hues. This outstanding Floribunda, created by our own Dr. Nicolas, has a special destiny in the gardens of a war-troubled world—where every possible note of cheer is so much needed. Most generous in bloom; grows best in North. The graceful semi-double blooms are large and fragrant, and the exquisite buds make handsome table arrangements and boutonnières.

Variety... Floribunda *par excellence*; 24 to 30 in. tall.

Blooms.... large, pleasingly fragrant, till frost.

Recognition. Gold Medal A.R.S.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

DONALD PRIOR (Plant Patent No. 377)

Immense clusters of graceful, brilliant red flowers make this Floribunda spectacular and colorful. Sturdy and vigorous. Never out of bloom. Donald Prior also has a unique habit of sending out individual flowers all over the bush. Include both Donald and Betty Prior in your garden—a beautiful combination.

Blooms... 8-petaled, about 3 in. across.

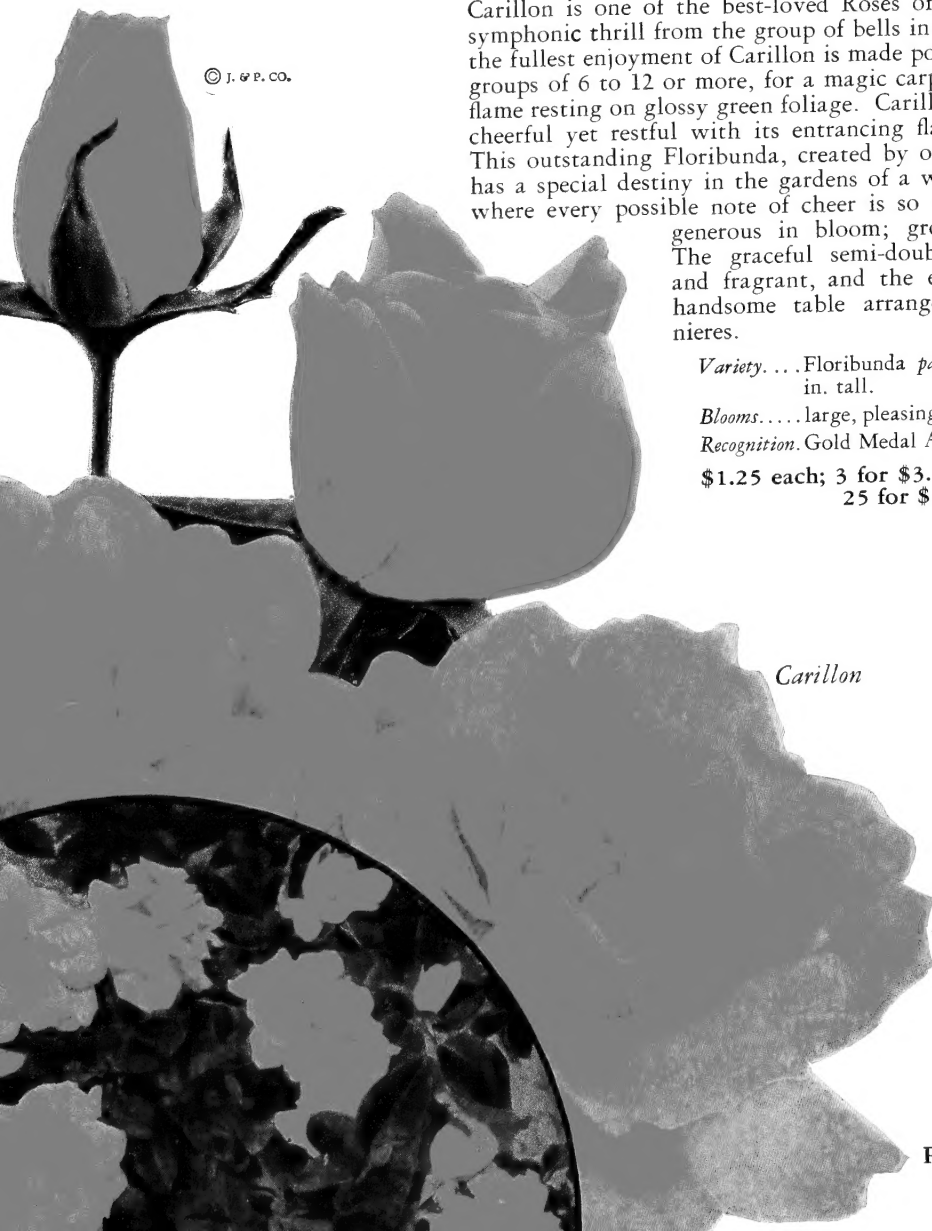
Continuous. large bursts of bloom very frequently all season.

Plant... 30-36 in. tall. Dark green foliage.

Fragrance... delicate Damask perfume.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

© J. & P. CO.



Carillon

Color Bouquet

Group #353

For a lovely display of the best colors in Floribundas—A. Grille, red, Pinocchio, salmon-pink, Betty Prior, shell-pink, and the deep rose-pink Cheer.

8 Plants, 2 of each (value \$9.00) \$50.00

on these pages

Group #354

Rose Elfe
Donald Prior

Carillon
Rochester

Betty Prior
A. Grille

6 Plants, 1 of each (value \$6.50) \$5.45

ROSES OF TOMORROW

SEMI-SHADE LOVING

Aachens

Every garden has some spot which receives sunshine only part of the day. These gay Roses will brighten that spot and have a surplus of blooms for the house. In full sunshine—18 in. high—in semi-shade, 30 in. Free-blooming, double, prolific.

GRUSS AN AACHEN Soft orange-pink bud, changing to charming salmon-pink and white as flower opens.

PINK GRUSS AN AACHEN Deep salmon-rose. Free-blooming habits as Gruss an Aachen.

WHITE AACHEN Free-blooming. Uniform growth; about 15 in. tall.

Any of the above:

85c each; 3 of a variety \$2.15;

12 of a variety \$8.50; 25 of a variety \$15.65

BETTY PRIOR (Plant Patent No. 340)

One of the most satisfying of the Floribunda Roses, deeply cherished by all who grow it. In the early spring, its myriads of colorful blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, which resemble those of the beautiful red dogwood, never fail to keep their color. The healthy, vigorous plants are delicate yet sturdy in appearance and bountiful with their blooms. Betty Prior thrives in all positions—in beds, borders, hedges, groups and large plantings—and gives gorgeous mass color effects and many cut-flowers throughout the year.

Color... buds lively red, open shell-pink.

Flowers... resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

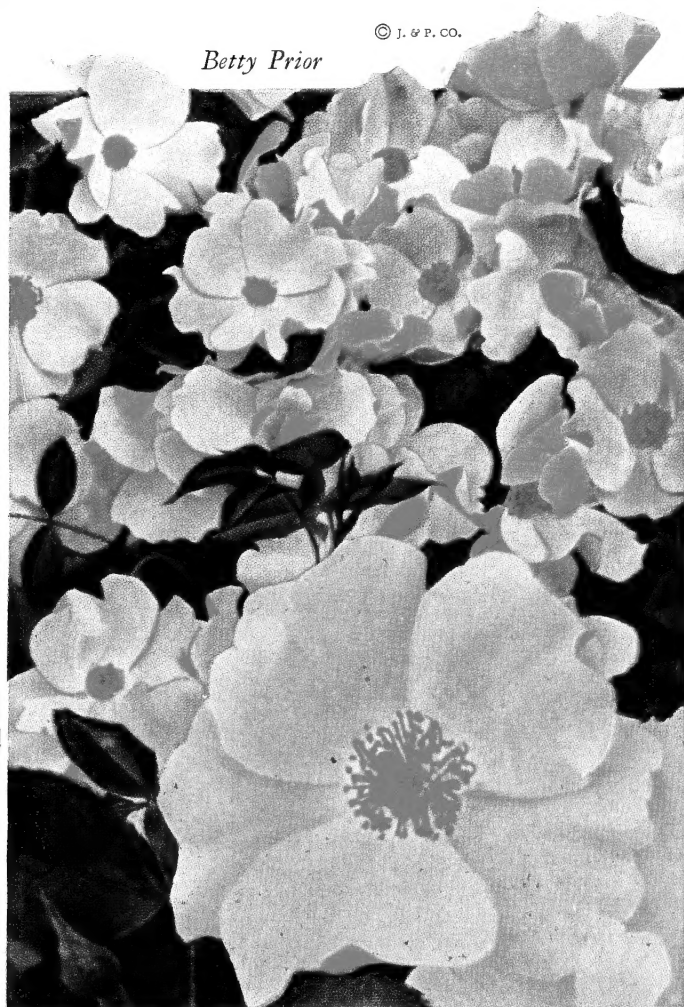
Foliage... healthy young shoots of interesting red color.

Plants... 3 to 3½ ft., full, abundantly branched.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

© J. & P. CO.

Betty Prior



ROCHESTER

(Plant Patent No. 131)

One of the finest of all Floribundas, created in our own Department of Plant Research. All season long, Rochester will give you enchanting blooms—"stardust refined to gold." Printer's ink cannot do justice to the very soft light yellow tones, more attractive than this picture, by far. No other double Rose produces more blooms per plant; a group of Rochester is a continuous display from early June till heavy frost. The medium large and double blooms give a breath-taking sensation of oriental pearls mounted on gold—perfect in Hybrid-Tea form. Remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit of Floribundas.

Bloom... no bush Rose more prolific. Grows 2½ ft. tall or more.

In Groups... continuous mass of beautiful, fragrant flowers.

Flowers... exquisite very soft yellow contrasting with orange-carmine blush on reverse. Shaped like Rev. F. Page-Roberts, double Hybrid Tea.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45



Rochester

© J. & P. CO.

A. GRILLE (Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. It is lively scarlet-crimson—a large-flowered Floribunda that is similar in flower and growth but several shades lighter than the deeper World's Fair. An added step in the development of "The Roses of Tomorrow." Semi-double flowers, 4 to 5 in. across.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

Color... brilliant scarlet-crimson. Does not burn nor fade in hottest sun.

Blooms... large clusters all summer.

Habit... bushy; very hardy and vigorous; healthy, heavy dark green foliage, 24 in. tall.

PERMANENT WAVE

(Plant Patent No. 107)

Named for the interesting "permanent waving" of the semi-double flowers which make up the huge clusters—six or more on a stem. Outside of petals cochineal-red, inside a lighter shade; vigorous bush about 30 in. high; stands our climate well.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75

ANNE POULSEN

(Plant Patent No. 182)

First of the Floribundas to bloom. 4-in. flowers with 14 petals. Soft, sweet-scented sprays of scarlet. Heavy, hardy foliage. Long season.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

A. Grille

© J. & P. CO.



Next Year's New Roses

You Can Plant This Fall

THOUSANDS make this page a hobby as they plan their fall gardening, and plant next year's Roses a year ahead. They take pride in being first to have the 1944 introductions early next June—well-grown, established, already in full bloom.

Here are the leaders in the Parade of Modern Roses for 1944—highly praised in the 1943 Festival of Roses, favorably reported by our 120 testing stations throughout the nation. Have them to enjoy from early June on through summer and fall, by ordering now. Selected plants, full-bodied, 2-year-old, field-grown, to plant this fall.

KATHERINE T. MARSHALL

(Plant Patent applied for)

It is indeed fitting that the outstanding new Modern Rose for 1944 should be named to honor Mrs. Marshall, wife of General George C. Marshall, Chief of Staff, U. S. Army. All-American—created in our own Newark nurseries by Eugene S. Boerner, chief hybridist and director of the J. & P. Department of Plant Research. Katherine T. Marshall is a Rose of rare beauty and delicacy of form—growing vigorously with large, open, upright blooms of friendly warm glowing pink against a background of rich, profuse, dark green foliage. Highly praised in all sections of the country, the plants are very hardy, very vigorous. The growth and foliage is equal to the Radiance family and outstrips the old favorite President Hoover. You will be delighted with their fruity fragrance, perfect form, and long stems, ideal for cutting.

The 1943 Motion Picture Award winner, Greer Garson, has inspired the naming of three J. & P. Roses for her—now this 1944 Rose for her role in MGM's "Mme. Marie Curie."



Mme.
Marie Curie



Katherine T.
Marshall

Color. clean, sparkling, warm pink.

Buds. long pointed, firm, slow opening—deep coral-pink with suffusion of yellow.

Blooms. . . . fine, generously full cupped, 5 in. across. Heavy petals resist summer sun.

Fragrance. . . marked and fruity.

Plants. . . . hardy, vigorous, tall. 3 to 4 ft. Very bushy—resistant to heat, rain, disease.

\$2. each; 3 for \$5.; 12 for \$20.



The gracious Mrs. Marshall honored the inauguration of Victory Garden Harvest Shows for Army-Navy Relief in the J. & P. Gardens last year. This new 1944 Rose was named for her then.

MME. MARIE CURIE (Plant Patent applied for)

This lovely new yellow Rose for 1944 has been named for Mme. Marie Curie, the co-discoverer of radium, and particularly for the portrayal of this world-famed personality by Greer Garson in the new motion picture now being filmed by MGM. Admirers of Mme. Curie will also be pleased to learn that her Rose was created in France, by the accomplished French rosarian, Jean Gaujard, whose originations it is our privilege to introduce. Exotic, clear yellow blooms, beautifully formed, of sweet fragrance, refreshing and effervescent, held proudly on vigorous spreading bushes of abundant dark green foliage. Unusually generous in its freedom of bloom. The color resembles the old favorite yellow Rose, Mrs. du Pont, but the stems are much better and longer, ideal for cutting. In the fall the buds are a deep golden yellow and deep yellow in full bloom.

Color. . . . clear yellow.

Foliage. . . . abundant dark green—mahogany-red when young.

Plants. . . . continuously in bloom. Very hardy—3 ft. tall.

Buds. . . . the tight-pointed orange buds open slowly to ovoid and yellow.

Flowers. . . large, 5-in. blooms, beautifully cupped. Very prolific all season.

\$1.50 each; 3 for \$3.75; 12 for \$15.

SPECIAL OFFER

*The New 1944
Modern Roses
Group #355*

All 3 new Roses pictured

Katherine T. Marshall, Mme.
Marie Curie, Panorama

3 Plants, 1 of each
(value \$5.) for only **\$4.15**

Hardy, easy to grow, here are the Hybrid Tea Roses that win prizes in the shows and unbounded admiration in the nation's finest gardens—Roses in an unbelievable range of exquisite hues and with the same perfect form you expect at the florist's. Every one has bred into it distinct improvements in color, fragrance, size, shape, foliage, hardiness, resistance to disease, plant habit, etc. They are rugged hardy stock requiring a minimum of care, living for years.

All are Everblooming

SONATA (Plant Patent applied for)

All the delicate tones and vibrant harmony of a musical masterpiece seem somehow to have found living expression in the exquisite form, enticing aroma and sparkling color of this one Rose. Sonata is truly as beautiful as a symphonic melody. A cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. In lovely contrast, the outside of the petals is several shades darker than inside. The large flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. The foliage is abundant and very dark green, contrasting beautifully with the flowers and completing the charm and artistry of the entire plant. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall, gracing your garden with ample color and providing a generous supply of cut-flowers.

Buds.....pointed, long, cochineal-red. *Fragrance*...sweet and pleasing.
Flower.....modern, high-centered. *Habit*.....very hardy, vigorous, upright plants, about 36 in. tall.
Continuous...the plants remain very prolific from spring to fall. Sun, heat and disease-resistant. *History*....a Dutch Rose from Van Rossem.

\$1.50 each; 3 for \$3.75; 12 for \$15.



*Crimson
Glory*

CRIMSON GLORY

(Plant Patent No. 105)

Big, interesting, beautifully-formed blooms of deep, vivid crimson, held proudly high on vigorous bushes. The foliage is healthy and profuse, forming an ideal base for these perfect blooms. Its fascinating fragrance makes Crimson Glory an instant favorite. Winner of many medals and honors. In the 1943 poll of the best ten Hybrid Tea Roses introduced in the previous ten years, Crimson Glory received top vote in all sections of the country. Be sure to include this glorious Rose in your plantings this fall!

Fragrance...refreshing and abundant.

Buds.....large, urn-shaped, developing into full, well-formed high-centered blooms.

Character...very prolific; 30 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Sonata © J. & P. CO.

New for 1944—PANORAMA (Plant Patent applied for)

From the famous House of McGredy in Portadown, Ireland, comes a gaily flamboyant Rose for 1944—the petals gloriously bathed with deep live rose-pink and a silvery buff, slightly suffused with pink on reverse. Enhanced by an abundance of rich, dark green foliage, the very large, full-petaled blooms present a striking contrast in all stages. Here is a unique new Rose that will be a center of attention in your garden next summer.

Color.....rich rose-pink inside, silvery buff-rose outside.

Buds.....full and ovoid, entrancing in its changing contrasts as petals unfold.

Flower....large, beautifully cupped, 6 in. across.

Fragrance...abundant old Rose perfume.

Foliage...ample, dark green—healthy.

Plant....hardy, bushy, disease, sun- and rain-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Parade of Peers**GROUP #356**

Are you one who wants the loveliest Roses and would like to take the recommendations of experts to make your selections? We know you will be delighted with the Parade of Peers, for you will have the finest of Modern Roses, all exquisite colors, all with fine high-centered blooms, completely satisfying to the most exacting rosarian.

Katherine T. Marshall, bright pink (p. 8)

Sonata, cochineal-red (p. 9)

Mandalay, golden yellow (p. 10)

Mary Margaret McBride, pink (p. 11)

Pan America, orange and gold (p. 11)

Dicksons Red, scarlet-red (p. 12)

Neige Parfum, white (p. 13)

Signora, mandarin and salmon (p. 14)

Eclipse, bright yellow (p. 16)

Countess Vandal, coppery pink (p. 17)

Pearl S. Buck, gold tinged apricot (p. 17)

Rome Glory, scarlet-crimson (p. 17)

12 Plants 1 of each **\$14.85**
 (value \$17.75) for only.....



Panorama

© J. & P. CO.

MANDALAY

(Plant Patent applied for)

Molten gold forged into appealing, artistic grace. Glorious sunshine compressed into floral elegance. The world's largest yellow Rose, with flowers as big as 6 in. across—gigantic beauties! No other name seemed to fit this new 1943 Rose from Malerin except the colorful, romantic name of Mandalay. The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains gallantly undimmed throughout the life of the flowers. The 40 petals are long and firm and of a very smooth texture. The ample foliage is heavy and very dark green. Here's a flower with unmistakable exhibition traits that is also ideal in the garden, either singly or in groups. A hardy, prolific grower that will reign in eye-filling splendor all summer long, and be ever ready to satisfy your needs for cut-flowers of noble size and regal color. Always in bloom, always outstanding.

Bud... long, pointed, golden yellow.

Flower... opens slowly and perfectly, retaining its potent golden yellow and delicate fragrance. Very large, high-centered, on long stems—largest of all yellow Roses.

Petals... firm, long, smooth-textured.

Foliage... heavy, dark green.

Habit... about 3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease.

Award... Gold Medal, Horticultural Society of the Rhone, 1941.

\$2. each; 3 for \$5.; 12 for \$20.

© J. & P. CO.

Mandalay

ROSE BAMPTON

(Plant Patent No. 425)

A challenging new shade of China red, heightened in the sunlight and distinctive, alluringly beautiful in the garden. Retains its depth of color throughout long life of blooms. One is drawn to this exciting Rose as to the superb voice of the great Metropolitan Opera Star for whom it is named. In early spring occasionally there are two-tone variations between the outer and inner petals; early summer to frost the intense red remains.

Buds... alluring Ophelia-shaped, rich carmine, developing into China-red as petals unfold.

Blooms... 5½ in., very double, slow in opening. About 50 petals, camellia-like. Prolific.

Fragrance... old-Rose perfume.

Plant... Very hardy; disease-resistant. 2½ ft. tall.

Foliage... rich dark green, and bountiful.

\$1.50 each; 3 for \$3.75; 12 for \$15.

© J. & P. CO.

Rose Bampton

Bio 1943

Group #357

Mandalay
Sonata

Mary Margaret McBride
Cynthia Brooke

4 Plants

1 each (value \$6.50)

5.45

© J. & P. CO.

Adoration

ADORATION

(Plant Patent No. 453)

One of the loveliest of the newer Roses. A masterpiece of the noted Jean Gaujard—into which he has so admirably wrought the virtues that give it such high rank in the Parade of Modern Roses. A subtle fragrance adds to its charm. First exhibited in France, Adoration was accorded a brilliant reception, chosen as the official Rose for the International Exhibition. More exquisite than Los Angeles, and illumined with autumn sunset coloring. Exquisite 5-in. blooms.

Color... brilliant, high-centered salmon-pink blooms. June till frost.

Buds... intriguing long, pointed.

Foliage... hardy, profuse, shiny coppery-green. 30 in.

Honors... Gold Medals, Lyon, 1939 and Bordeaux, 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.

MARY MARGARET McBride (Plant Patent No. 537)

Everyone will want this outstanding new everblooming All-America Rose for its own loveliness and because it bears the name of the gracious "Mary Margaret." Named for the noted author and radio personality, beloved in millions of homes, this Rose is admired particularly for its perfect form. The double blooms are large and high-centered. The color is clear, deep coral-pink suffused with shimmering gold at base of petals. As the flowers mature the pink gradually lightens to that of Eternal Youth. Blooming in queenly dignity, Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather. Very generous in heavy spring bloom and continuing all summer and fall. Luxuriant, smooth, leathery, deep green foliage. Exceptionally easy to grow.

Buds . . . pointed, high center, deep coral-pink, opening gradually.

Blooms . . . large, always high-centered, very beautiful all stages, a lovely exhibition Rose.

Petals . . . 35 of them. Firm, heavy, beautifully graceful.

Stems . . . long, strong; vigorous, hardy, rollicking plants 30 in. tall.

Fragrance . . . aromatic, alluring.

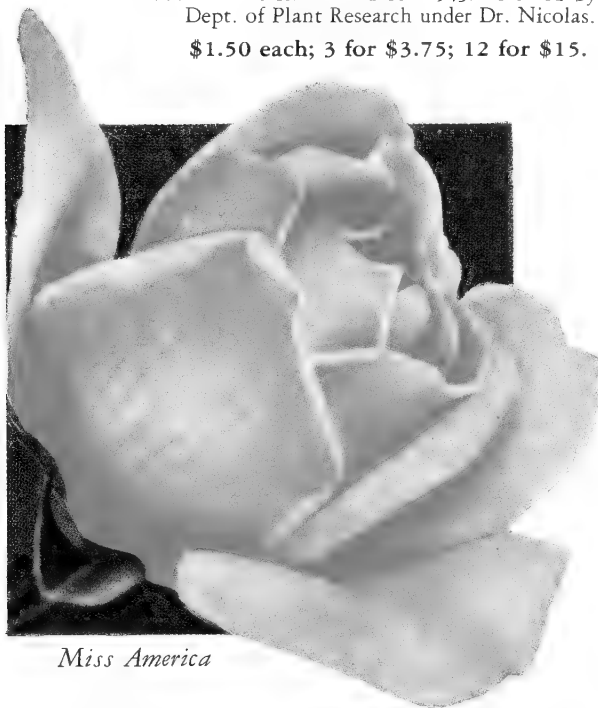
Honored . . . All-America Award for 1943. Created by our own Dept. of Plant Research under Dr. Nicolas.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Mary Margaret
McBride

©
J. & P.
CO.



Miss America

The inspiring color, superb form and stout hardiness of this marvelous new 1943 Rose, Mary Margaret McBride, endear it to all gardeners—just as its patroness is beloved in millions of homes where her broadcasts are heard and her books are cherished. Again this June she honored her Rose by coming to Newark for the Festival of Roses and doing her broadcast direct from the J. & P. Rose Gardens.



MISS AMERICA (Plant Patent No. 264)

This lovely pastel is achieving greater heights of popularity with every new season of display in more of the nation's fine gardens. A Rose characterized by delicate flesh tints touched with salmon and gold. Large flowers with an average of 65 petals—growing singly on long stems. Fine exhibition blooms.

Vigorous . . . healthy foliage, disease-resistant, hardy. 24 to 30 in. high.

Fragrance . . . very pronounced.

Noted for . . . persistence of abundant bloom.

Honored . . . First Certificate of Merit, Colle Oppio, Italy; Certificate of Merit, A.R.S., 1938.

\$1. each; 3 for \$2.50; 12 for \$10.

PAN AMERICA (Plant Patent No. 437)

Christened Pan America at Newark's Festival of Roses as a bow to good neighborliness and in respect for its gay color. Compelling in its wealth of warm colors, particularly as the reddish orange, long, ovoid buds unfold to show deep orange inside and these rich hues diffuse into beautiful tawny yellow with outside of petals darker gold; in the final stages, lovely light gold, darker outside. A delight to the eye.

Buds . . . long-ovoid, effective.

Petals . . . 30 velvety petals.

Fragrance . . . sweet, Tea-like, alluring.

Continuous . . . the tall, open plants produce their rich-hued blooms right from the first burst of June, throughout the summer, with a rich epilogue of deeper color in the fall. Hardy, vigorous, disease-resistant. Glossy green, plentiful medium-sized foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.



© J. & P. CO.

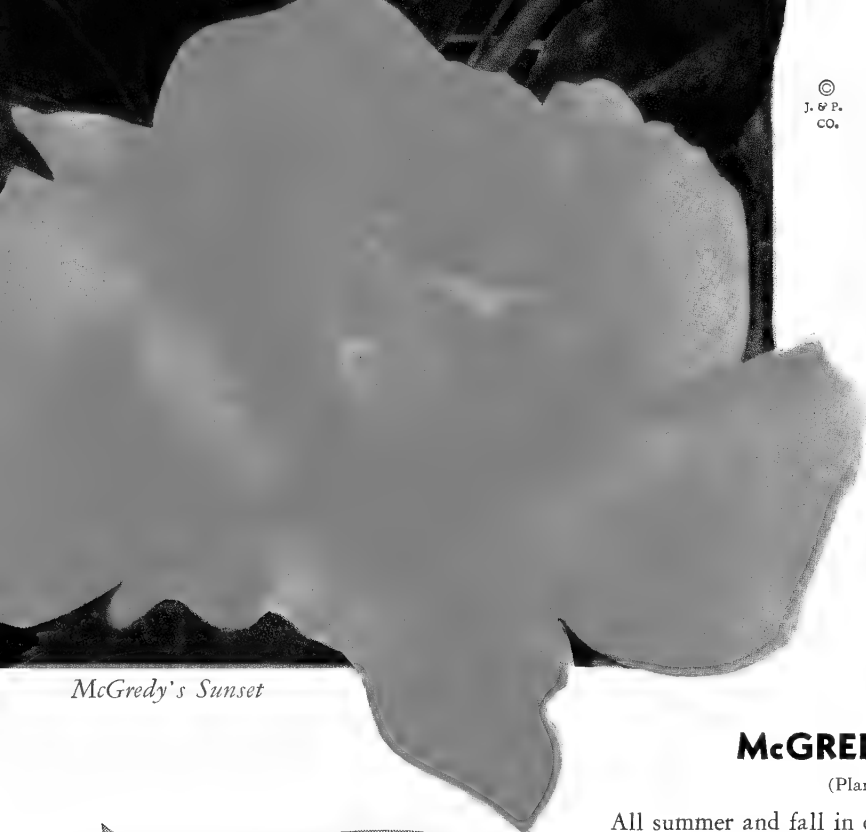
All Six on These

Group #358

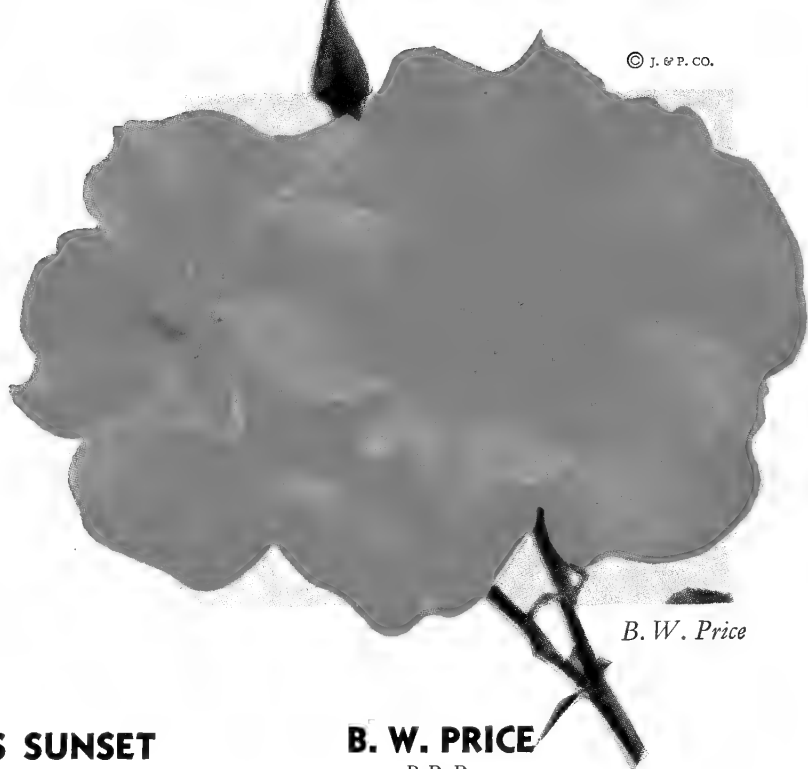
Mandalay Rose Bampton Adoration Mary Margaret McBride Miss America Pan America

6 Plants 1 of each (value \$9.) . . . \$1.50

Pan
America



McGredy's Sunset



B. W. Price

HYBRID TEAS

Dicksons Red

© J. & P. CO.



McGREDY'S SUNSET

(Plant Patent No. 317)

All summer and fall in our gardens and particularly during the Festival of Roses, it is interesting and gratifying to see the instant attraction of our plantings of McGredy's Sunset—to hear the exclamations of pleasure and admiration as the crowds view the masses of gorgeous blooms. In fine Rose gardens from coast to coast this is one of the most loved of all the Irish Roses. Tinted with delicate orange and rich scarlet, the saffron blooms open in glorious grandeur and hold their perfect form long after cutting.

Buds beautifully formed, exquisite for boutonnières.

Blooms glorious orange-yellow heavily suffused with salmon-flame; the colors resist sun and heat. Very slow opening. Symmetrical petals; high-centered, finishes full. Long keeper.

Fragrance freshly sweet; generous even when cut.

Plant excellent, full, willing. Shiny green foliage. 30 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

DICKSONS RED

(Plant Patent No. 376)

This glowing scarlet-red Rose from the Emerald Isle "has everything"—flashing color; large, beautifully cupped, high-centered form; rich fragrance; early, abundant, continuous bloom; resistance to heat; strong, sturdy bush; clear, healthy foliage. Stands the hottest sun with color undimmed. Dicksons Red will continue to be a leading red Rose for years to come. In cooler weather, a rich velvety red. Our favorite red Rose.

Hardy thrives in hottest summer and blooms unceasingly, one of the first in spring. The color holds; does not blue.

Plant well formed, about 2 ft. tall. Abundant foliage.

Fragrance dominating, rich, mellow.

Award Gold Medal, N.R.S., England; Clay Cup for Fragrance. All-America winner both 1940 and 1941.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

"The more terrible the conflicts of men the more restful, by contrast, are the quiet phenomena and objects of nature. The need for the solace of growing things is pronounced when troubles convulse the world. There is inspiration and comfort in a Rose."

—Dr. Liberty Hyde Bailey,
Dean of American Horticulture.

B. W. PRICE

P. R. R.

To you who ask for the best single Rose, here is B. W. Price, a priceless novelty from our Irish friends, the McGredys. For added charm B. W. Price has deeper-colored stamens, and seven petals instead of four.

Flowers graceful, exotic; brilliant pink; usually in large clusters. Very sun-resistant. Long pointed buds, much deeper in color.

Foliage dark green, leathery, decorative.

Reports enthusiastic, especially in South and West. Freshly fragrant. 24 in. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Lady
Mandeville



LADY MANDEVILLE (Plant Patent No. 461)

Another McGredy masterpiece, superb in color and form. The warm, rich yellow, deeply overlaid with amber, is charmingly set off by the reddish tinted foliage. Large, full, fragrant flowers; never lose their meticulous cup-like contour—each is a gem from bud right through to glorious full bloom.

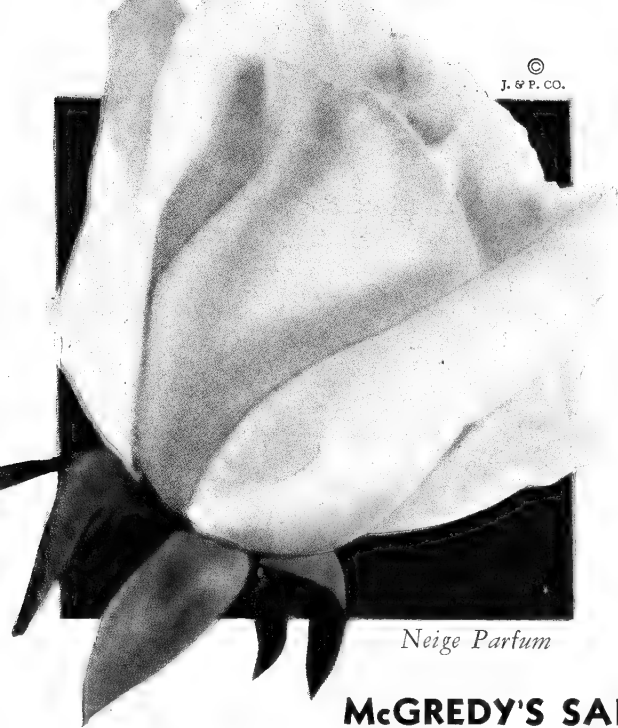
Flowers 35 thick, satiny petals; medium stems. Reddish-bronze ovoid buds.

Plants vigorous, upright, about 2 ft. tall.

Foliage disease-resistant; bronzy color.

Award Certificate of Merit, National Rose Society.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Neige Parfum

NEIGE PARFUM

P. R. R.

For fullest appreciation of a fragrant white Rose, let your choice be Mallerin's Neige Parfum. Its purity of color has the much-desired addition of extremely copious lemon verberna fragrance. In early bud, has slightest tinge of cream, then delicate lemon as long ovoid bud unfolds. In full bloom, a beautiful peony form. Plants 2 to 2½ ft. tall.

Buds.... long, ovoid.

Blooms.... large, luscious, intensely fragrant.

Fragrance... unique, copious, lemon verberna.

Foliage... healthy, dark green.

\$1.50 each; 3 for \$3.75; 12 for \$15.

McGREDY'S SALMON

(Plant Patent No. 410)

Sometimes salmon-pink, sometimes deep reddish flame-salmon, the lovely, large, high-centered and beautifully formed flowers make prize exhibition blooms that win the interest of the crowds as well as the approval of the judges of the show. Here is an Irish gem that is a jewel in every American garden, and seems to have been bred especially for varying climates of the U. S. A. The thick petals make blooms long-lasting both for garden display and cutting; the prolific, continuous blooms provide ample flowers to grace the home.

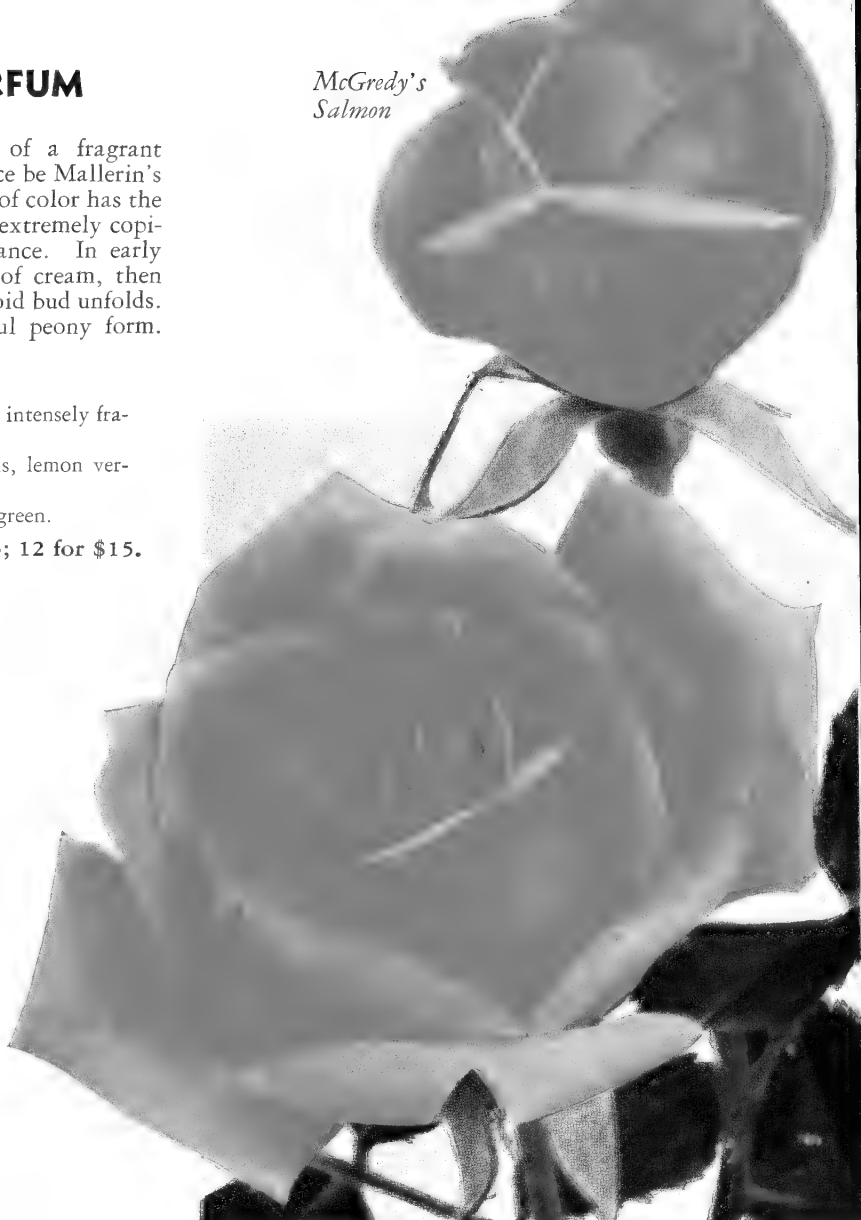
\$1.50 each; 3 for \$3.75; 12 for \$15.

Buds.... exquisite, symmetrical, of an appealing orange-pink shade.

Blooms... unfold with rare grace into delightful apricot-salmon flowers.

Fragrance... rich, full, fascinating.

Plant... an exuberant bloomer all season. Medium to tall growing, with abundant, attractive, bronzy-green foliage.



© J. & P. CO.

ALEZANE (Plant Patent No. 116) Unique! Chestnut-colored buds open into sorrel and rich apricot double cupped blooms, veined yellow. 24 in. tall. \$1. ea.; 3 for \$2.50.

CHARLOTTE ARMSTRONG (Plant Patent No. 455) Blood-red buds, magnificent spectrum-red double flowers, an All-America Rose. \$1.25 ea.; 3 for \$3.15.

PEDRALBES (P.R.R.) Large clusters, unusual cream-colored semi-double informal blooms, changing to pure white. A lovely Camprubi from Spain. \$1.50 ea.; 3 for \$3.75.

ROSALEEN DUNN (Plant Patent No. 483) A real red McGredy! Among the largest in Rosedom—unique exhibition blooms. Height 36 in. \$1.50 ea.; 3 for \$3.75.

SATAN (Plant Patent No. 379) Swarthy, glowing, velvety carmine, deepening to darker red in recesses. Double, high-centered. Rich exotic perfume. \$1.25 ea.; 3 for \$3.15.

SATURNIA (Plant Patent No. 349) 20 flame-wrought petals, cardinal-red with salmon-yellow and copper on reverse. Fascinating fragrance. \$1. ea.; 3 for \$2.50.

VERA ALLEN (P.R.R.) From the grand old Dickson Irish Nurseries. Cream tinged delicate peach, pinker inside of petals. \$1.50 ea.; 3 for \$3.75.

RONSARD

(Plant Patent No. 284)

This striking Rose is the clearest of the bi-colors—startling in its play of color. Early, very prolific. Intriguing golden buds, superlative scarlet inside—an amazing combination that persists throughout the life of the blooms. Color holds well in sun.

History... a mixture of Rugosa and Austrian Copper blood, unusually hardy.

Fragrant... extremely so.

Plant... bushy—18 to 24 in. tall.

Desirable... for spectacular bedding effects and bouquets.

Flowers... large—long lasting.

Color... vibrant, scarlet; a spectacular contrast to glowing gold outside.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

GRANDE DUCHESSE CHARLOTTE

P. R. R.

A new shade of red such as might be seen on a precious oil painting, heretofore unknown in Rosedom. The beautiful buds are rich claret and open to artistically informal blooms which gradually change to a lovely begonia-rose.

Bud.... long, streamlined.

Blooms... 25 firm petals that re-curve artistically.

Fragrance... a hint of carnation.

Foliage... dark green, vigorous.

Stems... tall, upright. 3 ft. tall.

\$1.50 each; 3 for \$3.75;
12 for \$15.



Grande Duchesse Charlotte

AARS



Ronsard

© J. & P. CO.

ROSE D'OR

(Plant Patent No. 482)

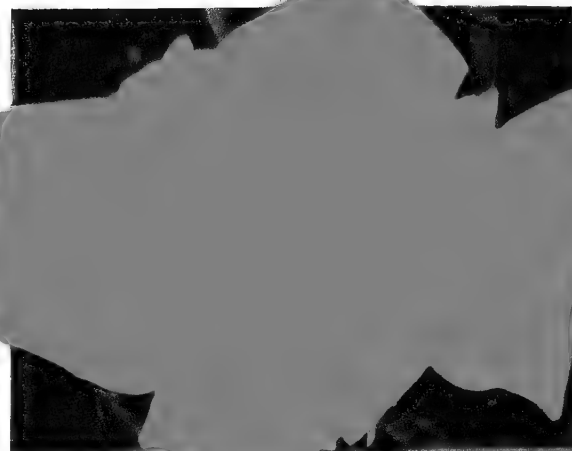
From Gaujard, a glorious, unfading Rose of pure gold. Continuous bloom; an accentuated form of Souvenir de Claudius Pernet with deepening touch of red.

Bud...pointed; long neck.

Flower...5 in., cupped; 25 large petals.

Habit...hardy, vigorous, disease-resistant. 3½ ft.

\$1.50 each;
3 for \$3.75;
12 for \$15.



© J. & P. CO.

Rose d'Or

SIGNORA

(Plant Patent No. 201)

A pronounced improvement over the very popular, vigorous President Hoover and its predecessor, Talisman, with a heritage of vigor under all conditions; also flourishes in particularly hot and dry climates. Graceful buds of warm brownish orange, opening to lighter mandarin and salmon. Unusually heavy foliage.

Blooms...double, very fragrant, on long stems.

Habit...vigorous, branching, tall-growing plant, fine foliage.

Growth...3½ ft. tall.

Prolific...always full of flowers, excellent for cutting.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



© J. & P. CO.

White Briarcliff

Gloaming

© J. & P. CO.

WHITE BRIARCLIFF

(Plant Patent No. 108)

One of the daintiest and most delightful of all white Roses—graceful, fragrant, generously long-lived. Exquisite in arrangements. Abundant all season.

Distinct...pure white. Blooms week ahead of most.

Prolific...tremendous producer. Fully double.

Plant...spreading, bushy, 2 to 3 ft.

Honors...Gold Medal, Int. Ex. Paris. Silver-Gilt Medal, French N.H.S.

\$1.25 each;
3 for \$3.15;
12 for \$12.50

Zulu Queen

GLOAMING

(Plant Patent No. 137)

Exquisite pink exhibition blooms, very large. Gloaming is sturdy, tall, not afraid of the toughest winter. A favorite for cutting; a "must" for every Rose-lover.

Color...salmon-pink.

Fragrant...delightful aroma.

History...created by Dr. Nicolas. Height 24 in.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ZULU QUEEN

(Plant Patent No. 363)

The darkest and one of the "blackest" of all Red Roses—a magnificent, dusky deep maroon. The flowers are very large and full-petaled. Large, dark green foliage on vigorous, well-proportioned bush adds to the all-round desirability of Zulu Queen. The rich, velvety blooms never burn in the sun, hold their color admirably in torrid weather. The demand continues to exceed the supply of this rare Rose, and we urge you to order now if you wish to have Zulu Queen in your 1944 garden.

Bush...hardy; grows 2 ft. tall.

Blooms...long, pointed buds, deep tones; delightfully perfumed.

Generous...each bloom proudly borne, singly on long stems. While not an exuberant bloomer far from sparse.

Color...holds its deep hues throughout the life of the flower.

\$2. each; 3 for \$5.; 6 for \$10. {Limit, 6 to a customer}

*Mme. Jean Gaujard*

CYNTHIA BROOKE (Plant Patent No. 551)

A new Rose of surpassing loveliness and perfume, this gem from the famous McGredy's of Ireland. As the flowers develop the beautiful salmon-orange color of the petals gradates to a pinkish-orange and the inside petals of golden yellow finish soft buff-yellow. Blooms all summer.

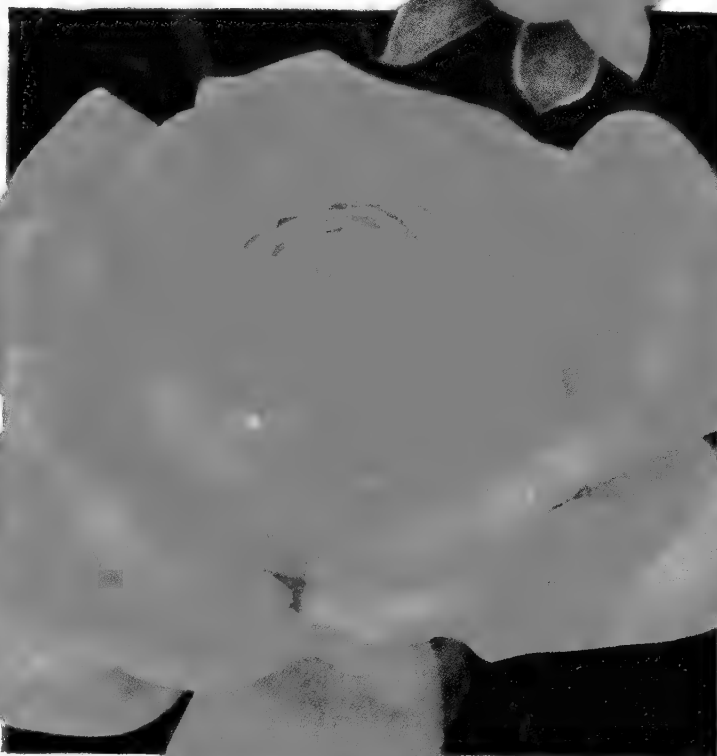
Bud....rounded, salmon-orange.

Flower...medium size, cupped, 45 petals, fruity fragrance.

Foliage...leathery; rich dark green. About 20 in.

Hardy...disease-resistant; stands heat, rain and sun.

\$1.50 each; 3 for \$3.75;
12 for \$15.

*Cynthia Brooke*

MME. JEAN GAUJARD

(Plant Patent No. 338)

A peer of the Pernet-Ducher strain, the premier line of Roses. The long, shapely bud, a combination of orange and carmine-pink, unfolds slowly to prominent pastel pink, enlivened by deeper tones. Stands summer sun.

Hardy...disease-resistant, vigorous. 3 ft. tall.

Awarded...Gold Medals: C.F.-S.R., France; Colle Oppio, Italy.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

HOME SWEET HOME

So fragrant the flowers are literally drenched with the sweetness of lovely old real Rose perfume. From England, a Rose for the lovers of very large, full blooms—big as the prize-winner named for Mrs. Miniver in the movie you loved so much.

Color...clear, fresh, fast, glowing pink, silvery edges.

Blooms...large, long-lasting, profusely all season. Strong medium-long stems; few thorns.

Plant...bronze-red foliage, turning to dark green. 24 in. tall.

\$1.50 each; 3 for \$3.75;
12 for \$15.



© J. & P. CO.

Home Sweet Home

FLAMBEAU (Plant Patent No. 374)

Bright as the glow of flaming fagots, Flambeau is a vivid, rich scarlet with shimmering velvety sheen on inside of petals. Exuberant in growth and most generous in bloom, it is fast becoming the favorite tall red Rose, out-performing Etoile de Hollande. Created by Dr. Nicolas. Full bushes; hardy; very vigorous.

Buds...pointed, carmine.

Blooms...delightfully fragrant. Long stems.

Plants...full bushes, hardy, vigorous.

Foliage...dark green, attractive. 2½ to 3 ft.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

Flambeau

© J. & P. CO.

Festival Favorites

GROUP #359

Through the popularity votes of visitors to the Festival of Roses, our own observation and selection, and the reports of our 120 testing stations from coast to coast, here is an outstanding dozen Modern Roses for you to plant this spring. They will win prizes for you in the Rose shows.

Mme. Marie Curie, clear yellow (p. 8)
Katherine T. Marshall, sparkling pink (p. 8)

Panorama, pink and white (p. 9)
Crimson Glory, deep crimson (p. 9)

Sonata, cochineal-pink (p. 9)

Mandalay, golden yellow (p. 10)

Rose Bampton, China-red (p. 10)
Mary Margaret McBride, coral-pink (p. 11)

Pan America, orange and gold (p. 11)
Flambeau, glowing scarlet (p. 15)

Hector Deane, deep pink (p. 16)

Rex Anderson, white (p. 17)

12 Plants 1 of each
(value \$18.25) **\$15.25**



Eclipse

© J. & P. CO.

HYBRID TEAS

HECTOR DEANE

(Plant Patent No. 361)

Most fragrant of all Modern Roses!

The generous blooms from even a single plant will perfume a whole garden. The long-pointed, crimson buds with orange tinge at base are wonderful for cutting, opening into a delightfully artistic and appealing petal formation that is absolutely distinct. A rampant grower that contributes a constant glow of color. The blooms repeat very quickly. No matter how many plants of Hector Deane you include in your order this year, we know you'll send for more next season, both for their colorful garden display and their perfectly formed, fragrant blooms so ideal for bouquets in the home.

Foliage... dark green, glossy, exceptional.

Growth... vigorous, but contained. Tall, stately, 30-in. plants.

Fragrance... unsparing, enchanting old Rose perfume.

Blooms... delightfully informal, distinct; graceful petals reflex in unique fashion. Varies from deep watermelon-pink, silvery edges, in North, to deep pink touched salmon in South.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

*Hector
Deane*

NEVILLE CHAMBERLAIN

(Plant Patent No. 428)

The graceful, slender buds, with their artistic pastel tones, are most appealing, opening into delightfully formed, richly colored double blooms with interestingly flared petals. Fine long stems. A jewel in any garden.

Habit... tall, vigorous, hardy; bronzy green foliage.

Blooms... high-centered, burnt-orange buds; 4- to 4½-in. blooms, freely borne.

Color... salmon, overlaid with rich bronze tones of Mrs. Sam McGredy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

*Neville
Chamberlain*

© J. & P. CO.

ECLIPSE

(Plant Patent No. 172)

Streamlined and modern—these slim tapering buds set a mark in grace and daintiness! Brilliant golden yellow petals—an arresting spot of color in the garden and in a bud vase, bouquet or as a boutonniere. Plants are of the vigorous, branching type that produce abundant bloom all the time and have healthy attractive green foliage. Right up in top ranks of the 10 favorite Roses in America in popularity vote of American Rose Society. Best all-purpose yellow in all climates.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

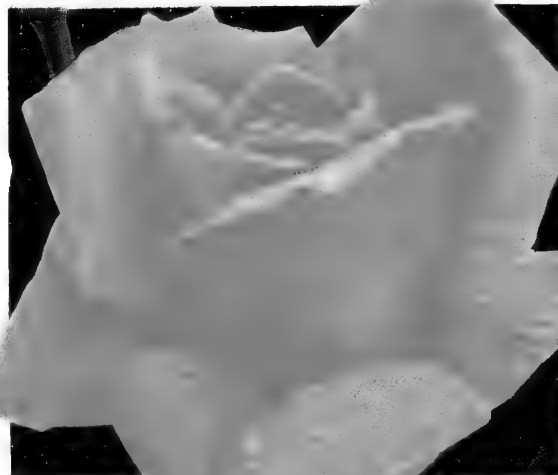
Distinction... there has never been another with sleek, flowing buds like these.

Bloom... golden yellow, large, substantial; 20 to 25 petals. Light fragrance.

Originated... by Dr. Nicolas in our own gardens.

Awarded... Gold Medals in France and Italy; Gold Medal of the American Rose Society.

Eternal Youth



© J. & P. CO.

Super-Fragrant Six

Group #350

The six Modern Roses that lead the Parade for intense fragrance, selected in response to many requests:

Hector Deane
Pearl S. Buck
Rome Glory

Dicksons Red (p. 12)
Neige Parfum (p. 13)
Signora (p. 14)

6 Plants, 1 of each (value \$8.) for only \$6.75

© J. & P. CO.

REX ANDERSON (Plant Patent No. 335)

An outstanding exhibition Rose perfectly formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally vigorous. Throughout America, Rex Anderson has become the standard of comparison for large white Roses.

Color... delicate, lovely ivory-white.

Growth... exceptionally free and vigorous with abundant gray-green foliage.

Scent... soft and fascinating.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Rex Anderson

© J. & P. CO.

ETERNAL YOUTH

(Plant Patent No. 332)

Clearer of all pink Roses, all the name typifies. Its fragrance, perfect form and long stems make it a real favorite.

The vibrant, intense pink of a Riviera sunset, in blooms that stand proudly erect. Very free-blooming.

Color... clear, lovely self-pink, mere aura of yellow at base of petals.

Fragrant... rich, satisfying, sweet.

Blooms... slim, graceful buds, classic 4- and 5-in. exhibition flowers.

Plant... impressive, compact, 2½ ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Pearl S. Buck

BETTER TIMES

(Plant Patent No. 23)

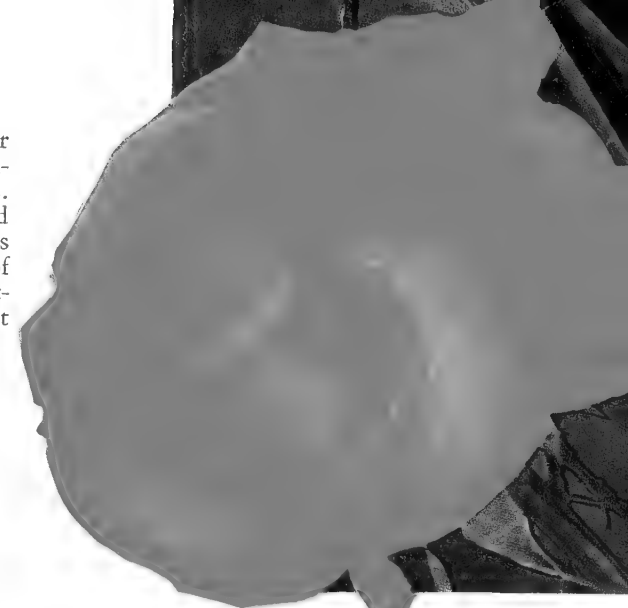
The "Indiana Redhead"—prized for length of stem, pointed buds, and all-round attractiveness as cut-flowers. The most popular red Rose featured by florists today. Better Times Roses have brought happiness to millions of people everywhere. A grand cut-flower, a hardy grower, a distinct addition to your garden.

Fragrance... pronounced and enchanting.

Will grow... anywhere in the United States. Upright growth, 24 in.

Awarded... Gold Medals at New York, Philadelphia, and St. Louis Flower Shows and A.R.S.

\$1. each; 3 for \$2.50; 12 for \$10.



COUNTESS VANDAL

(Plant Patent No. 38)

"Queen of Modern Roses." Acclaimed everywhere as the most artistic bloom in Rosedom. Outstanding favorite in the two-tone pinks, high in the popularity vote of ten leading Roses in America. Originated by Leenders of Holland, this pioneer in the New Era of Roses reigns in fine gardens in every section of the country. Lovely long slender buds open languorously to high-centered flowers of infinite charm.

Color... breath-taking coppery bronze and pink, flooded with gold; reflex of silver.

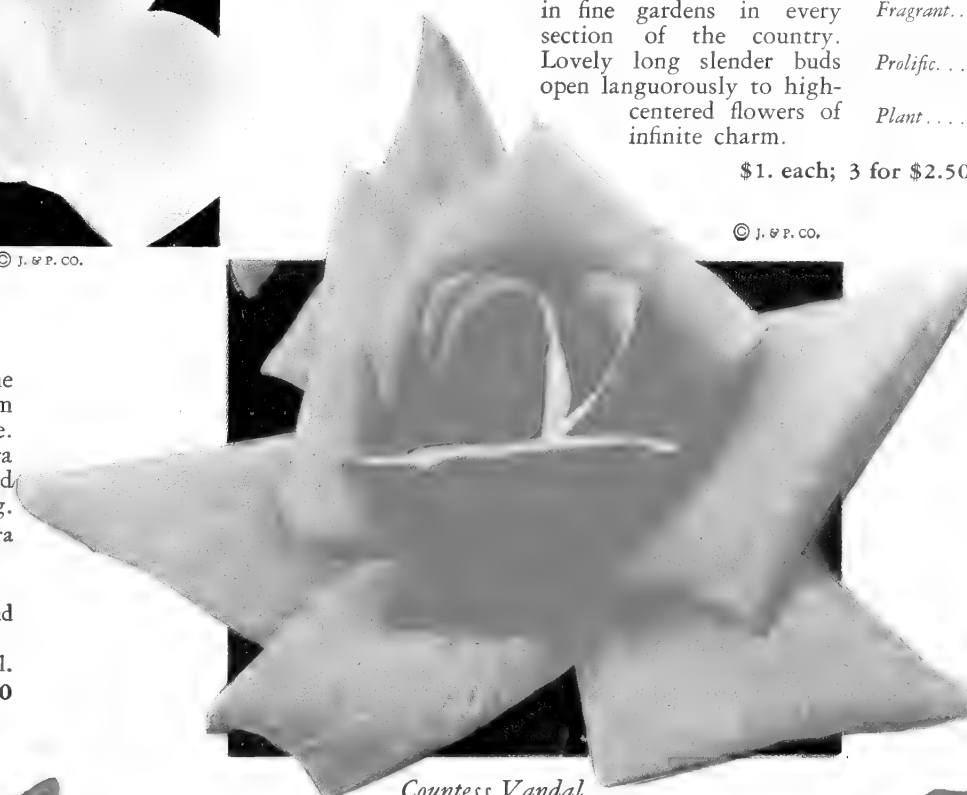
Exhibition... most widely used exhibition Rose. Buds and blooms always win high honors.

Fragrant... mellowing to winy richness as flower matures.

Prolific... awarded Gold Medal of the King of Spain, for profusion of bloom.

Plant... 24 to 30 in. high; disease-resistant, easy to grow.

\$1. each; 3 for \$2.50; 12 for \$10.



© J. & P. CO.

Countess Vandal

ROME GLORY

(Plant Patent No. 304)

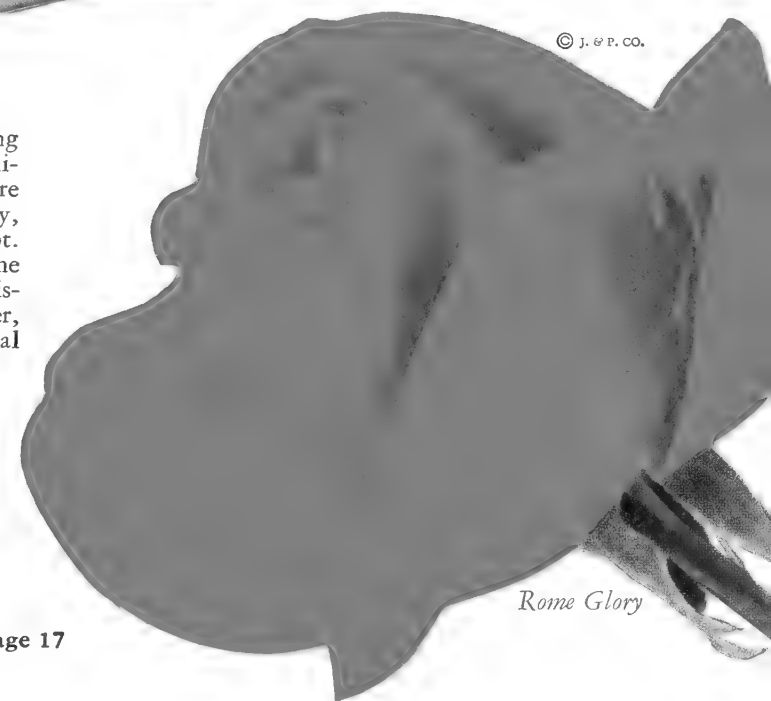
The aristocrat of red Roses, among the largest in Rosedom, unchallenged in a wide, bright world of color. A true patrician. Borne freely on extra-long stems, keeping marvelously in bouquets. Superb fragrance, most prized of all Roses at the florists, commanding fabulous prices wherever grown.

Buds... more glorious, more perfect than any American Beauty. Large, double blooms of exquisite form.

Lasting... flowers last long on the plant, or cut.

Plant... strong, healthy, of better than average height.

\$1.50 each; 3 for \$3.75; 12 for \$15.



© J. & P. CO.

Rome Glory

PEARL S. BUCK (Plant Patent No. 423)

A picture Rose, exquisitely beautiful, long-lasting and alluringly fragrant. Leathery dark green foliage, a perfect foil for buds and blooms. Buds are rich orange hue, long-pointed. Opening slowly, the color softens to gold suffused with apricot. Growth is tall, allowing frequent cuttings of the lovely, fragrant blooms. Famous, like the distinguished author and Pulitzer Prize Winner, Pearl S. Buck, for whom it is named. Exceptional exhibition traits.

Buds... long-pointed, rich orange.

Characteristics... high-centered flowers, about 4½ in.

Stems... long, fine for cutting.

Foliage... ample, firm; clean, deep green.

Plant... upright, tall, 3 ft.

Fragrance... rich and lovely; lingering quality adds to its appeal.

Prolific... generous and free-blooming.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Universal

ALL 8 ROSES

Any of These Fine

GROUP { in color on this page
#367 { 8 Plants, 1 of each (value \$7.20). \$6

- Ami Quinard Black-crimson buds; maroon-red, semi-double flowers. 15 petals.
Briarcliff Extra large; perfect form; exquisite deep rose-pink, lighter on outer petals.
Caledonia Large; white; very double; long-lasting; slightly fragrant. Long stems. Hardy.
Christopher Stone Velvety scarlet-crimson; Damask fragrance. Vigorous, upright. Stands hot weather.
Condesa de Sastago Two-toned coppery pink inside, golden tint outside.
Dainty Bess Large frilled single flowers, flesh-pink inside; old-rose reverse. Deep red stamens.
Dame Edith Helen Glowing pink; large, full, intensely fragrant. Continuous bloomer. Very hardy.
Dr. Kirk Long pointed buds of deep carmine-scarlet; large high-centered reddish coral flowers; fragrant.
Duquesa de Penaranda Copper-apricot in summer; cinnamon-peach in fall.
Editor McFarland Clear brilliant pink. Perfect form; long-lasting when cut. Strong stems.
E. G. Hill Massive; deep maroon, velvety on inside; very fragrant. Blooms throughout season.
Elite Salmon-pink with yellow blend, long-pointed buds of deep coral. Long-stemmed.
Etoile de Hollande Bright red; large; loose; semi-double; very fragrant.
Glowing Carmine Large, full, exhibition flowers; ovoid buds. Very strong-growing; abundant.
Golden Dawn Sunflower-yellow turning to lemon; well-formed; fragrant. Profuse, continuous.

Mrs.
Sam
McGredy

Mrs.
Pierre S.
du Pont

Kaiserin
Auguste
Viktoria

Etoile de Hollande

Picture

McGredy's
Yellow

Poinsettia

Condesa
de Sastago

BECAUSE they contain so many firmly established favorites, our friends continue to order from these two pages of choicest older Roses, along with the newer Hybrid Teas. In this list are only varieties that are everywhere admired and do well in all parts of the country, found in the recommendations of famous Rosarians and in leading public Rose Gardens—truly, “universal favorites.” As with the J. & P. Modern Hybrid Teas on previous pages, all are Everblooming.

These Roses merit a place in the finest gardens. Ideal for making a large planting at little cost. All are guaranteed true to name and the same highest-grade 2-year northern field-grown plants so well-known in the J. & P. Modern Roses. We have included the lovely single Rose, Dainty Bess; all others produce fine double blooms. You are urged to make a fall planting this year. All are sent prepaid.

Favorites

HYBRID TEAS

ANY 6 PLANTS \$4.50

ANY 12 PLANTS \$8.50

ANY 25 PLANTS \$16.95

Here is your opportunity to make a large planting of lovely Hybrid Tea Roses in a wide range of beautiful colors at little cost.

SIX Most Fragrant \$4.50
of these favorites
GROUP #369

For a wealth of fragrance as well as a fine color array in your garden

—Christopher Stone, Elite,
Mme. Jules Bouche, Mrs.
Sam McGredy, Night, Roslyn.

6 Plants, 1 of each
(value \$5.40)

Gruss an Teplitz Brilliant crimson, velvety, fragrant, prolific; bushy, shrub-like plants.

Hinrich Gaede Large; orange-yellow and nasturtium-red. Fine long-pointed buds.

Joanna Hill Medium yellow. Long, strong stems. Moderately fragrant. Very free-blooming.

Kaiserin Auguste Viktoria Exotic pure white blooms for contrast in bouquet or garden.

McGredy's Ivory Delicate creamy white, yellowish at base. Long, pointed bud.

McGredy's Yellow Large, bright buttercup-yellow. Exquisite bud and flower.

Mme. Butterfly Light pink flowers delicately tinted with gold; fragrant. Free blooming.

Mme. Joseph Perraud Long, slender nasturtium-orange buds, opening nasturtium-buff; fragrant.

Mme. Jules Bouche Medium-sized; white, slightly flushed pink center. Always in bloom. Fragrant.

Mrs. Erskine Pembroke Thom Fine buds; perfect rich yellow flowers; delicate fragrance.

Mrs. Pierre S. du Pont Deep golden yellow, slightly lighter with age; semi-double. Fragrant.

Mrs. Sam McGredy Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous. Hardy.

Night Deepest black-crimson. Long pointed bud; double, high-centered, fragrant. Prolific.

Ninon Vallin Large colorful blooms, apricot inside, fresh yellow outside. Very vigorous.

Opal Orange-pink buds; 5½-in. peony-shaped salmon blooms, softening to opal. Prolific. Very fragrant.

Picture Velvety clear rose-pink, high-centered, very double, reflex petal; fragrant. Vigorous.

Pink Dawn Deep rose opening to lovely pink, tinted with orange at base; fragrant.

Pink Delight Deep pink, fancy blooms of very fine form, opening slowly. Very prolific.

Poinsettia Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.

President Herbert Hoover Maroon and orange, two-tone. Vigorous, upright; free blooming.

Prince Felix (de Luxembourg) Well-formed; large; brilliant scarlet-red. Stands sub-zero. Tall.

Radiance Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance Very large; long-lasting; intensely fragrant; clear, even red. Tall.

Reveille Pointed buds, salmon-pink; medium-large flowers, 40 petals, light salmon-pink.

Roslyn Tapering buds, big, ruffled golden-yellow flowers, very fragrant. Long stems.

Rouge Mallerin Long, pointed scarlet buds; red blooms. Fragrant. Sturdy.

Sœur Therese Long, pointed, silvery yellow buds marked mauve-red. Fragrant. Daffodil-yellow blooms never fade. Blooms freely.

Souv. de Claudius Pernet Unfading yellow. Blooms all summer.

Southport Brilliant, unshaded scarlet. Spectacular, particularly sensational in bright sunshine.

Talisman Golden yellow and copper; long-lasting. Free blooming.

The Doctor Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across.

Victoria Harrington Long, pointed buds; rich red blooms, curved petals.

ALL 4 ROSES

in color on this page **\$3**

GROUP #368

4 Plants, 1 of each
(value \$3.60)

Christopher Stone

Mme. Joseph Perraud

Sœur Therese

Pink Dawn

ALL 12 ROSES \$8.50
pictured on these two pages
GROUP #370—12 Plants 1 of each
(value \$10.80)

A wonderful array of color, choicest of the Universal Favorite Hybrid Tea Roses

GROUP #371
36 Plants, 3 of each of these 12 **\$23.50**
pictured (value \$32.40), for only

J. & P. MODERN

*For Thousands of Blooms
Even in Limited Space*

EVERYWHERE, there is a tremendously increased demand for J. & P. Modern Climbing Roses, and our growing facilities are being used to the utmost. We particularly recommend that you include King Midas—you'll want more Blaze and Summer Snow, too. Now you can have Dr. J. H. Nicolas—see inside back cover.

Any garden is more colorful, more attractive, more complete with the addition of Modern Climbing Roses—especially the newer varieties which produce large, double blooms like Hybrid Tea Roses. The great clusters of gorgeous flowers, framed by luxuriant foliage, are a most desirable ornament—on porches, trellises, garages, fences, pillars, etc.

Here is the solution, too, for those who wish to enjoy the thrilling beauty and fragrance of Roses where space is limited. Beautiful blooms can be produced for both elaborate outdoor display and hundreds of bouquets in even a small city lot!

Longest-Blooming Hardy Yellow Climber

King Midas

(Plant Patent No. 586)

©
J. & P.
CO.

King Midas blooms in profusion



Climbing Roses

©
J. & P.
CO.



*Lovely King Midas
partly-open bloom*

So shimmering, so regal, so glorious are the lovely, large Hybrid-Tea-like blooms of King Midas that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it and all it touches into living, limpid, yellow gold. Truly, this blessing of cheer-giving yellow that almost completely covers the plant for from three to six weeks will bring a blaze of golden glory to pillar, porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage. You will treasure King Midas with its modern, high-centered, tight buds and lovely large Hybrid-Tea-like flowers, in clusters of four to six. Another creation of Dr. Nicolas and our own department of plant research, there is no other like King Midas; no other color so urgently needed in Modern Climbers.

Buds modern, high-centered, slow to open, deep gold with reddish tinge.

Blooms large, 4 to 5 in., in clusters of four to six on medium-long stems, opening beautifully from a deep gold to a clear, unfading yellow. Long-lasting, excellent for cutting.

Lavishly prolific . . begins early, continues through June till other large-flowered Climbers have ended.

Habit extremely hardy—inherited sturdy Wichitaiana blood through both parents; very resistant to diseases; stands heat well. 8- to 10-ft. canes.

Fast-growing . . . establishes itself quickly and throws out long, stout, blooming wood from basal shoots.

Foliage luxuriant, substantial, disease-resistant. Rich bright glossy green early, later turning to a fine leathery dark green—ornamental all season.

\$1.50 each; 3 for \$3.75; 12 for \$15.



© J. & P. CO.

World's Fair

There is a particular advantage in the fall planting of Climbing Roses—the roots become established and often the plants will bloom the first summer. It is too much to expect spring-planted Climbers to bloom the first year. Complete J. & P. Guide to Successful Rose Growing, sent free soon as your order is received, tells how to prepare ground, how to plant, winter care, spring pruning, spraying, how to cut blooms, what to do all year round.

CLIMBING WORLD'S FAIR (Plant Patent No. 546)

All the beauty and grace of the exquisite World's Fair Floribunda—lovely double velvety, rich scarlet blooms in impressive clusters that are destined for generations of popularity in American gardens, now available as a hardy, Everblooming Climbing Rose. Our friends have always taken all the plants that were available but this year we have enough, so we trust you may have the pleasure of owning this rare Climber; to be sure, order early!

Blooms...in generous clusters of lovely, graceful deep red buds that open into rich velvety scarlet blooms, winsome in all stages.

Prolific...continuous display from spring to frost.

Vigorous...grows 8 to 10 ft. tall.

Fragrance...delightfully alluring.

Display...a gorgeous show for trellis, arches, fences, etc.

\$1.50 each; 3 for \$3.75; 12 for \$15.

TORCH (Propagation Rights Reserved)

This new Climbing Rose will flower gloriously all June and frequently again in the fall. The vivid orange-scarlet is clear, clean and true, and the color continues soft even as the flowers age. Large, graceful, generous clusters in prolific abundance. This amazing Torch has all the virtues of the old-fashioned "Ramblers" that for years were the most popular and generally used Roses in America, without their faults. The foliage is not subject to mildew and is interestingly decorative even when there are no blooms. The plants are disease-resistant. As enduringly hardy as it is radiantly lovely, planted as a pillar—or trained on trellises or fences.

Torch

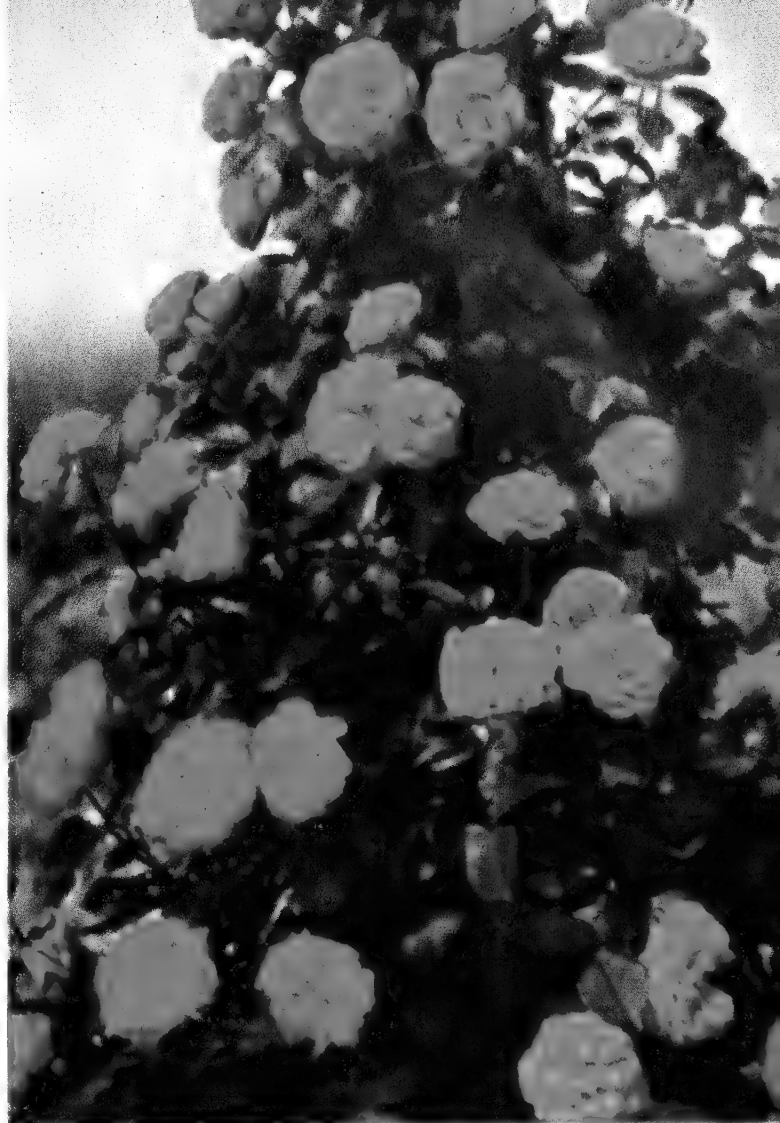
Blooms...long-lasting clusters of brilliant orange-scarlet, each flower with clear white eye that works wonders in blending.

Foliage...dark green, abundant, glossy. Both foliage and canes are unique.

History...climbing version of Polyantha Gloire du Midi.

Habit...grows 8 to 10 ft. tall.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Mercedes Gallard

© J. & P. CO.

MERCEDES GALLARD

A truly Everblooming, intensely fragrant climbing beauty, producing immense blooms of rosy red with an extraordinary violet tinge in the cooler weather; as the weather grows warmer, the color becomes a richer red. Yellow at base of petals. Long, strong stems. Vigorous. Luxuriant, large, dark green foliage. Very satisfactory to plant with yellow or white Roses or in backgrounds.

Fragrance...one plant will perfume an entire garden or "out-door living-room."

Bud...ovoid, rosy red.

Blooms...exquisite, fully double, 5 in. across. The plant is in full bloom all summer.

Plant...about 8 ft. high. Heavy foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Group #360—3 Plants 1 of each

Three of the world's finest Climbing Roses, all created in our own department of plant research under the direction of Dr. Nicolas—the lovely **King Midas** on page 20 at left, the glorious **June Morn** on page 22, and the achievement of his lifetime ideal, **Dr. J. H. Nicolas** described on inside back cover.

(value \$4.50) for only

For a wonderful color display and the addition of thousands of blooms to either small plot or large estate, this special offer includes the shimmering gold **King Midas** on page 20 at left, the pure white **Summer Snow** and glorious pink **June Morn** on page 22 and the flaming red **Blaze** on page 23.

Group #361—4 Plants 1 of each (value \$5.75) for only

4.85

© J. & P. CO.



CLIMBING SUMMER SNOW

(Plant Patent No. 400)

Everblooming—wherever this enchanting, pure white Climbing Rose is planted—the fairest white Climber—it illuminates the scene with myriads of clusters of pure white, loosely double flowers almost completely covering the plant, like mountains of snow. If you have observed the Roses on the grounds of some fine home and said, "That's the white Climbing Rose I want," doubtless it was Summer Snow. The spotless, glistening, glacier-white double blooms are 2 in. across, set off with golden stamens when full-open, adding to the charm of their large clusters in bouquets and arrangements. There are very few thorns. And Summer Snow is so abundantly generous, one never need hesitate to cut enough for use in the home. Glorious by day—entrancing in the evening and moonlight. The attractive white blooms repeat themselves all through the summer and fall—often they are the last flowers when killing frosts come in November. The hardy vigorous plants require little care, growing 8 to 10 ft. tall.

Flowers large generous clusters. Clear sparkling white. Loosely double 2-in. flowers; golden yellow stamens.

Everblooming . . . intermittent all summer. June bloom like a mountain of snow.

Fragrance dainty, clean, refreshing.

Type excellent Pillar Rose, 8 to 10 ft. tall. Very hardy. Vigorous. Fills in quickly and covers a fine area on trellis or fence, but not overrunning. Very few thorns.

\$1.50 each; 3 for \$3.75; 12 for \$15.

*Climbing
Summer Snow*

© J. & P. CO.

© J. & P. CO.

Doubloons



DOUBLOONS (Plant Patent No. 152)

Doubloons—the golden treasures of old pirate days, were buried deep on fabled islands far away. But Doubloons—the golden beauties from nature's treasure chest, planted in a lovely garden—live—climb—bloom. This is the Yellow Climbing Rose on which you can depend for quick results, and for real height. The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the same year you plant! Its flowers are magnificent. It blooms in profusion for a long time. It is hardy and vigorous.

History . . . descendant of our wild Prairie Rose.

Blooms . . . large, golden flowers, fairly double, in delightful clusters. Beautiful foliage.

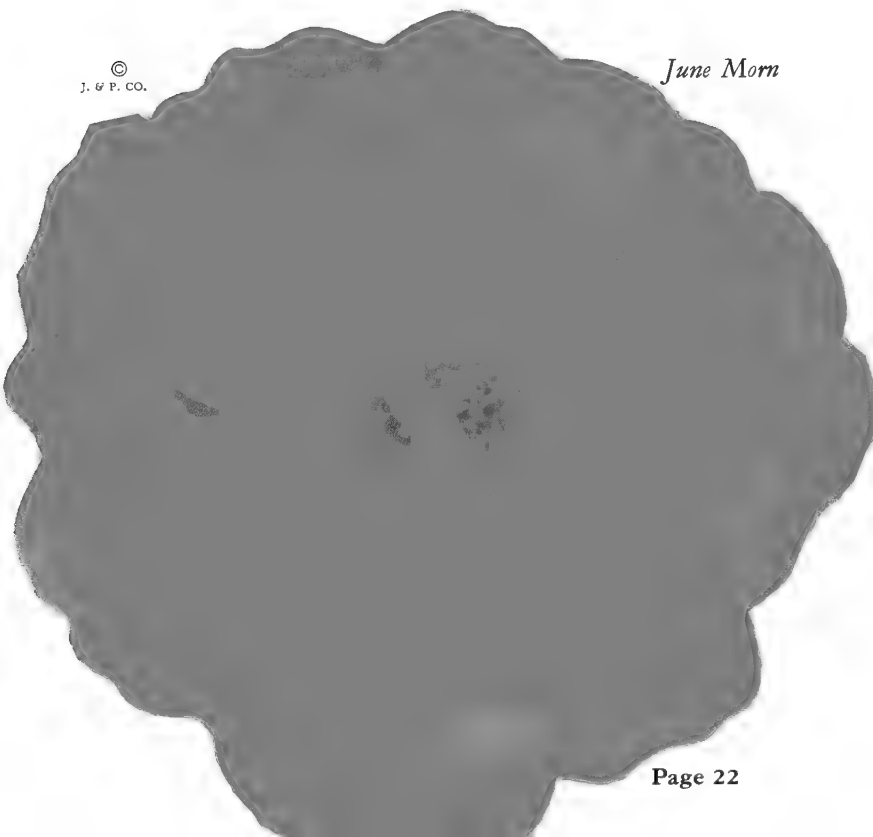
Growth . . . vigorous, healthy.

Fragrance . . . spicy, clean.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

June Morn

© J. & P. CO.



JUNE MORN (Plant Patent No. 375)

A spectacular, sturdy Climbing Rose, originated by Dr. J. H. Nicolas, that has won an important place in the finest gardens far and wide. June Morn's large 5-in. Hybrid-Tea-size double flowers are a bright watermelon-pink touched with gold on the outside. Blooms in great profusion in many-flowered clusters in early summer and again throughout the season; older established plants could almost be called everblooming. Heavy, deep green foliage. It highlights gray or colorless places. Very hardy, vigorous; begins to throw sturdy climbing shoots the first summer, and will bloom generously the next June. Height 8 ft.

History . . . A seedling with the charm of Mme. Grégoire Staechelin, the vigor and free-flowering of Cl. Souvenir de Claudius Pernet.

Color . . . luscious watermelon-pink inside; outside touched gold.

Blooms . . . heavily in early summer with a good display in the fall.

Use . . . for northern areas, a Pillar with Hybrid-Tea-size flowers with repeating bloom; for the South, a really hardy addition to the repeating Climbers.

\$1.50 each; 3 for \$3.75; 12 for \$15.



New Dawn

NEW DAWN (Plant Patent No. 1)

The Everblooming strain of the most popular pink Climbing Rose in America! Flowers from early June until frost—hundreds of buds opening to large, beautiful blooms, delightful apple-blossom pink; delicate fragrance. Glossy deep green foliage. Choose this Rose, the hardest everblooming Climber known to the plant world.

Blooms . . . 4 in., soft pink in great profusion.

Stems . . . ideally long for cutting.

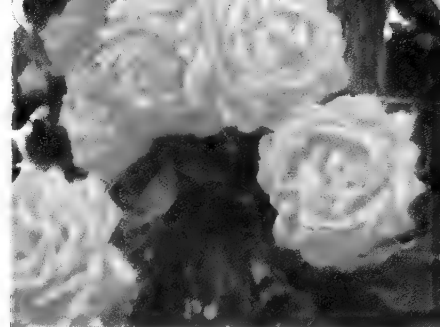
History . . . everblooming development of Dr. W. Van Fleet.

\$1.50 each; 3 for \$3.75; 12 for \$15.

DR. W. VAN FLEET

Large, pale pink, fragrant, Hybrid-Tea-like flowers on fine long stems, for hundreds of lovely June Roses on even a single plant. Vigorous, hardy.

85c each; 3 for \$2.15; 12 for \$8.50



Dr. J. H. Nicolas

© J. & P. CO.

DR. J. H. NICOLAS

(Plant Patent No. 457)

The demand continues to increase for this everblooming, extra-double climbing Rose. Picture and description on inside back cover.

\$1.50 each; 3 for \$3.75; 12 for \$15.

CL. AMERICAN BEAUTY

Large buds and flowers of American-Beauty-crimson. Blooms early and profusely—sweet-scented. 15 ft. tall. \$1. each; 3 for \$2.50; 12 for \$10.

CLIMBING TALISMAN

Large, outstanding, everblooming sport of the Talisman Hybrid Tea; even bigger and more colorful blooms. \$1. each; 3 for \$2.50; 12 for \$10.

CL. PRES. HOOVER

Everblooming climbing sport, maroon and orange—two-toned blooms. Vigorous, upright. \$1. each; 3 for \$2.50; 12 for \$10.

BLAZE (Plant Patent No. 10)

The Red of the Flag, in all its flaming glory—symbol of courage and devotion to country in every American heart! Most popular of all everblooming Climbing Roses, the demand for Blaze increases year by year, and we are now experiencing a tremendous demand for this exciting Climber by the many who want Flag Red in their gardens. Fortunately, two years ago our nurseries made a big increase in the plantings of Blaze so we trust we can fill every order this spring.

Introduced by Jackson & Perkins Co. ten years ago, these are the brilliant, attractive, double, red Climbing Roses one sees blooming all over America in their everblooming or repeating form, now definitely fixed by use of only bloom wood in propagation. You knew the older June-blooming variety as Paul's Scarlet Climber.

Blooms . . . large clusters of many 2- to 3-in. cup-shaped flowers cover plant. The blazing scarlet color holds well even in full sun.

Uses . . . train over arch or pergola. Drape on fences or garages. Grow on pillars or posts. Brightens entrance or porch.

Height . . . 10 to 12 ft.

Prolific . . . masses of vivid scarlet for a long period of springtime. Intermittent flowers all season. (Note: Pluck only actual flowers when trimming after blooming as new bloom-shoots grow from first eye below the flower cluster.)

\$1.25 each; 3 for \$3.15; 12 for \$12.50

PAUL'S SCARLET

Until the advent of Blaze, its everblooming counterpart, this was the most admired red Climbing Rose. Large scarlet-red flowers in clusters on long stems during June.

85c each; 3 for \$2.15; 12 for \$8.50

© J. & P. CO.

Blaze



Here is a close-up view of part of a cluster of Blaze, about 3/4 life-size.

© J. & P. CO.

J. & P. MODERN

New and Different!



Catananche

© J. & P. CO.

CATANANCHE • *Cærulea Major*
Giant Blue Cupid's Dart. Bright, deep violet-blue, 2-in. flowers on silvery, branching stems; silvery buds and seed-hips. Slender, tufted, silvery foliage. Height, 20 in. Blooms profusely from July till frost. Award of Merit, Royal Horticultural Society.

50c each; 3 for \$1.35; 6 for \$2.50



© J. & P. CO.

Coreopsis, Golden Shower

COREOPSIS • *Golden Shower*
Star-like, golden-yellow flowers, 1½ in., against bright green disease-resistant, slender, graceful foliage. Constant color June to frost. Non-fading. 24 in.

60c each; 3 for \$1.60; 6 for \$3.

ASTILBE • *Fanal*

Feathery sprays of lively red. A unique color—rich, deep red; dark green, prolific foliage. 15-in. flower-spikes tower well above 10-in. foliage. Bloom all through May and June. Grows well in either semi-shade or sun.

85c each; 3 for \$2.25; 6 for \$4.25

Astilbe, Fanal

© J. & P. CO.



THIS is a "Perennial Year!" Everywhere, there is a tremendous surge of interest in and demand for these new, improved versions of the favorite Perennial Flowers so popular in Grandmother's garden, and the new ones she would have said were "too good to be true."

Leading horticulturists advocate the planting of Perennials in the fall, to gain the earlier bloom and superlative display that is the reward of robust, well-established plants whose roots have grown into the soil even before the frost leaves the ground.

Complete, simple instructions will be sent with your plants; if followed we guarantee results and will replace next spring any you should be unsuccessful in wintering.

We do not ship Perennials west of Denver

PYRETHRUM • *Pink Bouquet*

Here's a pert double Painted Daisy, one of the finest of those wonderful early summer flowers that have become so popular in recent years, with five to eight 4-in. blooms on a single stem! It reminds one of dainty Dresden China—a quaint, saucy figurine of the sort you instantly admire, just as you will Pink Bouquet. The outer petals are a deeprosy pink while the interesting centers have white masses of shorter petals. Unlike most Pyrethrums, the petals stand straight out and the stems upright in all weather, very clean-cut. Blooms come in May and last through June. Stems are 30 in. Just what you have wanted.

75c each; 3 for \$2.; 6 for \$3.75



*Geum,
Wilton
Ruby*

GEUM, WILTON RUBY

A cheerful red Geum, several shades deeper in tone than the favorite "Red Wings." Dark green foliage, attractive as a foil to the flowers. 24 in. tall. Blooms May, June, intermittent all summer. Masses of long-lasting flowers for borders and groups. Excellent for cutting.

60c each; 3 for \$1.60; 6 for \$3.

RED WINGS

This lively Geum is vivid strawberry-red with yellow anthers. Semi-double, 2-in. flowers, 24 in. high. In great profusion May, June, intermittent all summer. Foliage, 6 to 8 in.

50c each; 3 for \$1.35;
6 for \$2.50

FIRE OPAL

Dazzling scarlet-bronze Geum, 2-in. flowers, unexcelled in late spring. Free blooming, repeating all summer. Plant is 24-in. tall; 8-in. tufted foliage.

50c each; 3 for \$1.35;
6 for \$2.50

*Pyrethrum,
Pink Bouquet*



CAMPANULA • *Blue Carpet*

Carpatica Improved. For edgings, groups, and rock-gardens from June to fall; excellent in full sun or in semi-shady places. Larger, light blue, bell-shaped flowers on 5- to 6-in. stems. Neatly compact. Blooms are great favorites in borders and rockeries. This variety is exceptionally good, giving blue color when very little other blue is in the garden. Remains slightly in center all season; a great improvement over common variety; does not sprawl.

60c each; 3 for \$1.60; 6 for \$3.

Campanula, Blue Carpet

© J. & P. CO.





Lavender Lady

EUGENE A. WANDER

Brilliant $4\frac{1}{2}$ - to 5-in. (larger if disbudded), double, glistening golden-yellow flowers, so freely borne in branching clusters the stocky plant is nearly obscured. First of the season—in full flower by Sept. 10. Extra-large, perfect flowers even without "pinching." Seldom over 18 in. tall. Hardy, easy-to-grow Garden Chrysanthemum.

60c each; 3 for \$1.60; 6 for \$3.

Five More Fine Chrysanthemums:

RED VELVET New; double crimson flowers, medium size, erect stems. Dark foliage, 2 ft. Flower early October. Attractive. 75c ea.; 3 for \$2.; 6 for \$3.75.

ROSE GLOW Lovely old-rose in great profusion, Sept. to frost. Husky, $2\frac{1}{2}$ -ft. plants. Double, unforgettable. 50c ea.; 3 for \$1.35; 6 for \$2.50.

AUTUMN LIGHTS Rugged coppery-bronze blossoms, 2-in., semi-double, profuse, late Sept. on. Dark green foliage. 2 ft. 50c ea.; 3 for \$1.35; 6 for \$2.50.

PALE MOON Delightful sulphur-yellow double flowers, 3 to $3\frac{1}{2}$ in., end of Sept. 2 ft. Frost-resistant. 50c ea.; 3 for \$1.35; 6 for \$2.50.

MRS. PIERRE S. DU PONT III Large double flowers, iridescent bronze, long stems. Sturdy $2\frac{1}{2}$ ft. plants. Early Oct. 60c ea.; 3 for \$1.60; 6 for \$3.

Hardy Chrysanthemums

There is tremendously increased interest in Chrysanthemums because of the marvelous achievements in developing earlier-blooming and winter-hardy strains for a brilliant, long-lasting garden display, and wealth of glorious bouquets. Ideal for planting in both borders and cutting garden.

LAVENDER LADY

Rare and lovely coloring marks this beautifully-shaped, lavender-pink Chrysanthemum of stately form and appearance. The flowers are 4 in. across—equally effective in daylight or under electric lights. Blooms end of Sept. till frozen. 24 in. tall. Queen of all garden "Mums"—unexcelled, yes unequalled!

50c each; 3 for \$1.35; 6 for \$2.50



Burgundy

BURGUNDY

Glorious rich Burgundy red, a new, fragrant, double Hybrid Korean Chrysanthemum. Magnificent; strong growing. $2\frac{1}{2}$ ft. Striking in garden. 3- to 4-in. blooms, early Oct.

50c each; 3 for \$1.35; 6 for \$2.50

VERBASCUM • Pink Domino

A lovely rose-pink, refined form of the well-known yellow Mullein. Upright, branching flower spikes 4 ft. high. Bloom late Aug. and Sept.

65c each; 3 for \$1.75; 6 for \$3.25

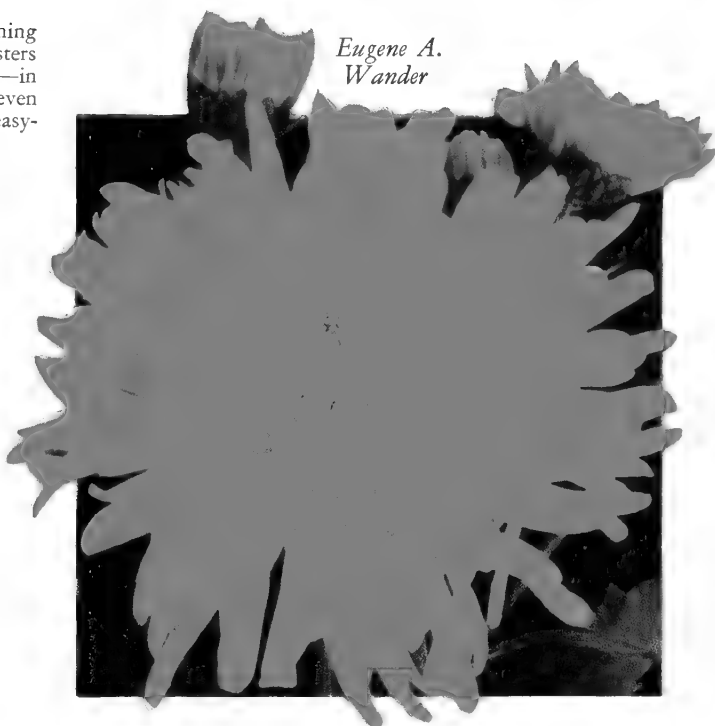
CAMPANULA

Pride of Exmouth

A new, tall-growing, $3\frac{1}{2}$ - to 4-ft. Campanula of infinite grace and charm, in effect a semi-double Telham Beauty. Flowers start in May, repeating on the same spike until July. Blue, slight lavender cast.

65c each; 3 for \$1.65; 6 for \$3.25

Campanula, Pride of Exmouth



Eugene A. Wander

Fall Asters

HARRINGTON'S ADORABLE

Novae-Angliae Deeper, clearer pink, an improvement over the original Harrington's Pink—rare fall color. Small, reddish, rosette-like buds. Clean foliage. Height 4 to $4\frac{1}{2}$ ft. Blooms Sept. to frost.

50c each; 3 for \$1.35; 6 for \$2.50

FRIKARTI

Light blue-lavender, 3 in. across. Hardy. Blooms Aug. till frost. Does well in semi-shade; best in sun. $2\frac{1}{2}$ ft. tall.

50c each; 3 for \$1.35; 6 for \$2.50

BEECHWOOD CHARM

Novae-Belgae Deep rose-red tint. Compact growth, massed blooming. Medium flowers. 3 to $3\frac{1}{2}$ ft. Mid-Sept. to frost. 50c each; 3 for \$1.35; 6 for \$2.50

12 Outstanding Flower Perennials

Group #363

Astilbe, Fanal
Campanula, Blue Carpet
Campanula, Pride of Ex.
Catananche
Geum, Wilton Ruby
Lythrum, The Beacon
(p. 27)
Phlox, Fairy King

Rudbeckia, The King
(p. 27)
Tritoma, Comet (p. 30)
Troilus, Sussex Queen
(p. 27)
Verbascum, Pink Domino
Violet, Royal Robe
(back cover)

12 Plants, 1 of each
(value \$7.80) for only.... **\$6.25**

Garden Chrysanthemum Special

Group #362

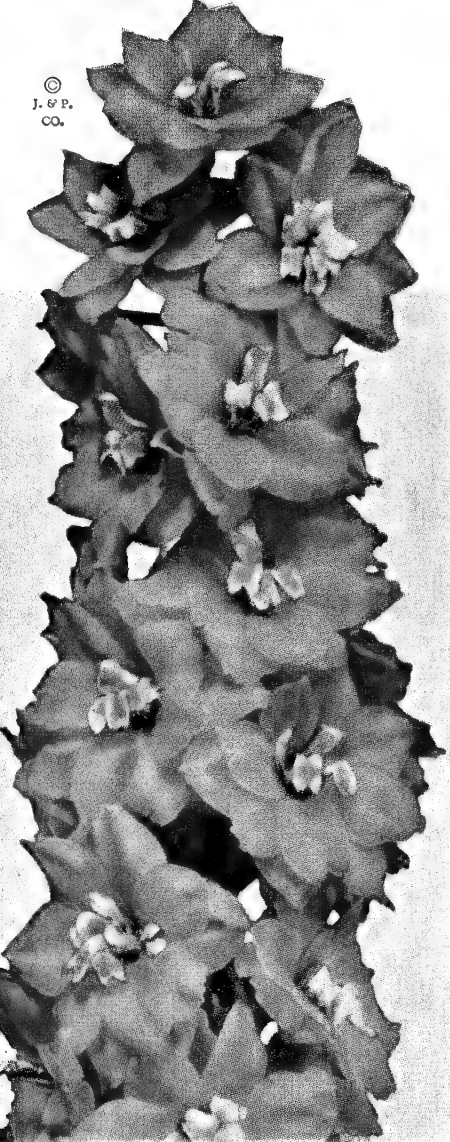
8 PLANTS, 1 of each of above
(value \$4.45) for only..... **\$3.65**

© J. & P. CO.

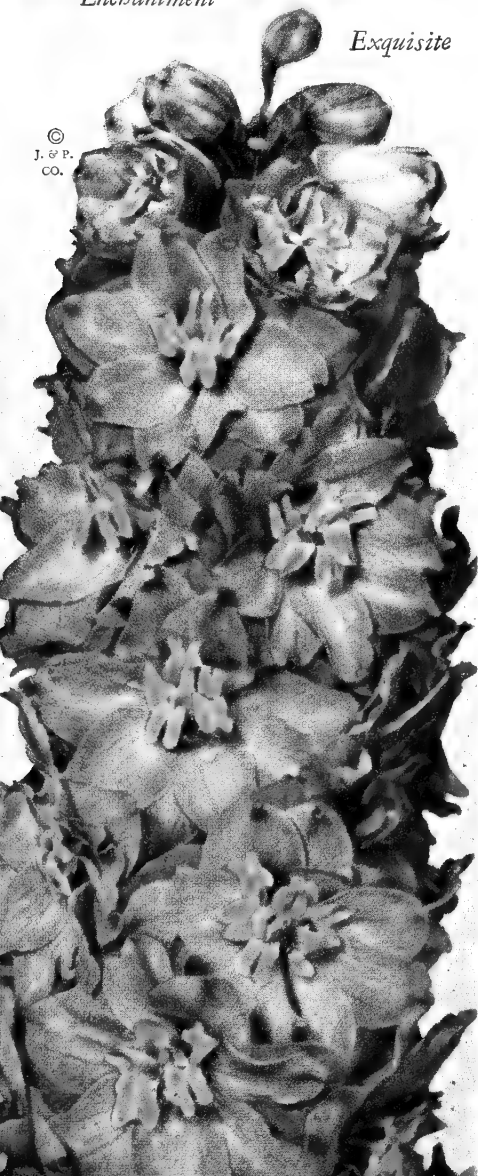
Harrington's Adorable



©
J. & P.
CO.



Enchantment



Exquisite

©
J. & P.
CO.

Delphinium J. & P. GIANT NORTHERN HYBRIDS

100% Double

In True Separate Colors and Really Perennial!

WHAT a thrill it is to make a grand planting of Giant Delphiniums in perfect color harmony just as you planned it—all the colors coming true and every plant with double florets! These marvelous new varieties—a strain hybridized and developed here in the rigorous climate of northern New York State by J. & P. Dept. of Plant Research—will do all you have longed to do with Giant Delphiniums.

And that's not all—J. & P. Giant Hybrids are bred to be *disease-resistant* and *wind-resistant*, with "all-out-at-once" spikes not easily blown down; in most localities you will find that they need not be staked. Truly northern—hardy, disease-resistant, uniform in growth, and really perennial in habit. They live for years.

All the spikes shown on this page are as long as Gayety, shown at right

ENCHANTMENT light blue

The realization of the hybridist's dream. Bears rugged, wiry, wind-resistant spikes, amass with closely set, all-double florets of true Delphinium light blue with white eyes. Blooms in June, again in fall—4 ft. tall.

75c each; 3 for \$2.;
12 for \$7.50

EXQUISITE • lavender-blue
Superb, exceptionally large, closely set florets of a new breath-taking color in soft, mellow tones of lavender-blue! 4 to 6 large spikes in June and July, again in fall. 4 to 5 ft.

75c each; 3 for \$2.;
12 for \$7.50

DESIRABLE • deep violet

Distinctive violet-purple with white eye. Upright growth; well-balanced, wiry-stemmed spikes, resistant to wind and storms. The color holds. Height 4½ ft.

65c each; 3 for \$1.65; 12 for \$6.50

DEBUTANTE • white

Clear, sparkling white—very effective when used either in a white garden or with other colors, where it gives dramatic interest. Tall spires, lovely by itself, too. Height, 4 ft.

65c each; 3 for \$1.65; 12 for \$6.50

GAYETY • pink-lavender

Lovely cupped florets from its English forebear, Lady Eleanor, but spike habit and rugged, perennial plant from its closer J. & P. ancestry. Side shoots prolong bloom several weeks. Pink-lavender accented with outer blue petals. 5 ft.

75c each; 3 for \$2.;
12 for \$7.50

DELIGHTFUL • blue

A heavenly flower, gay and bright. Definitely all blue—the deeper shades so hard to get and keep; here is the rare, real blue you have always wanted, and it will last! Height, 5 ft.

65c each; 3 for \$1.65;
12 for \$6.50

Delphinium *perennial*

Group #364

6 Plants 1 of each (value \$4.20) **\$3.00**

Group #365

8 Plants 1 of each (value \$12.60) **\$9.45**

Desirable



Debutante

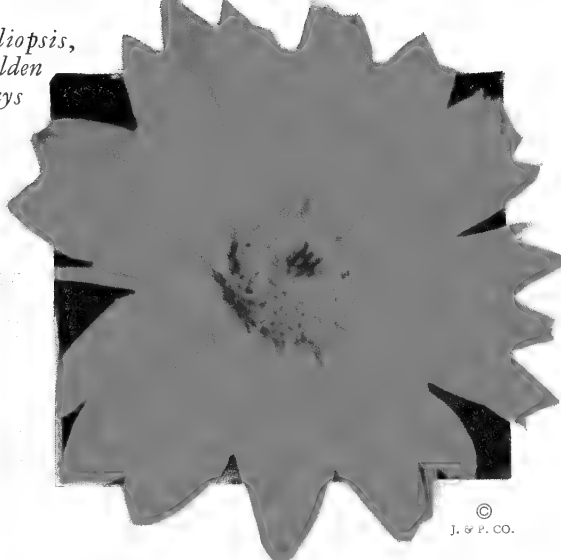


Delightful



*Delphinium,
Gayety*

© J. & P. CO.

*Heliopsis,
Golden
Rays*

© J. & P. CO.

HELIOPSIS, Golden Rays

Scabra Patula Exceptionally golden yellow, 4-in. flowers. Petals stand out horizontally. Grows 3½ ft., bushy. Flowers end of June through summer. Award of Merit, Royal Horticultural Society.

60c each; 3 for \$1.60; 12 for \$6.

STOKESIA, Lavender Queen

Mammoth form of old-fashioned Stokes Aster, 4 to 5 in. across. Double, silvery-blue suffused lilac-blue at center. 18 to 24 in. tall. Vigorous, bushy, stands heat. Blooms all summer and fall. Hardy, and easy to grow.

50c each; 3 for \$1.35; 12 for \$5.

© J. & P. CO.

*Rudbeckia,
The King***RUDBECKIA, The King**

Large, deep crimson-red flowers. From half-open flower to full-bloom stage of orange-brown cone with perimeter, of straight red petals, it is always attractive. The petals never fold back; stems remain stiff. Graceful; long-lasting. Blooms profusely June to Sept. Grows 4½ ft. high.

75c each; 3 for \$2.; 12 for \$7.50

RUDBECKIA, White Lustre

Large white flowers, with contrasting giant-size, golden mahogany cones. Very hardy; interesting and different new plant anyone can grow anywhere. Lavishly produces long, sturdy-stemmed flowers, ideal for cutting. Stiff flower stems resist heavy rains and winds. Healthy, dark-green foliage. Winters perfectly; seldom bothered with disease. Compact, bushy plant. 2½ ft. high.

75c each; 3 for \$2.; 12 for \$7.50

GYPSOPHILA*Baby's Breath
Rosy Veil*

Repens Compact-growing; forms heavy mat of airy double pink flowers. Blooms during June and July; few blooms in fall. About 18 in.

50c each; 3 for \$1.35; 12 for \$5.

LYTHRUM*The Beacon*

Salicaria For small borders or large mass planting, the long-lasting, clear deep carmine-red flowers on large spikes are truly a beacon that adds sparkle and interest to the garden; side spikes follow almost to the ground. Thrives equally in wet semi-shade and open, dry sun. Continuous, July to frost. 3½ to 4 ft. Award of Merit.

50c each; 3 for \$1.35; 12 for \$5.

*Lythrum, The Beacon***VERONICA***Blue Spire*

Deep blue. Blooms in early summer, again later if cut off after first bloom. An improved *V. subsessilis*. 24 in. tall. Neither sun nor dry weather will harm. Clean, bushy, upright. Don't overlook the splendid possibilities of this variety in your border plantings, both for form, rich color and hardness.

50c each; 3 for \$1.35; 12 for \$5.

Rudbeckia, White Lustre

**LARGE
Luscious**

Apples
on
EXTREMELY DWARF TREES

That Will Bear in Your Own Yard Next Year!

**Beautiful and Fragrant
Flowering Trees in Spring**

In spring every branch is covered with lovely, fragrant blossoms as exquisite as Flowering Crab—so profuse they are a garden decoration in themselves. Flowers, foliage, fruit and a graceful shape so distinct from ordinary ornamental plantings, all make J. & P. *Dwarfer Dwarf* Apple Trees ideal.

Luscious Apples in Summer and Fall

What could be so satisfying as eating your own Apples fresh from your own yard? A bowl of big, rosy, tree-ripened McIntosh or Delicious from your own midget trees has an appeal money cannot buy. In addition to their handsome appearance and luscious fruit, J. & P. *Dwarfer Dwarf* Apple Trees are almost a complete nature study course for the children, and of never-ending interest to every member of the family.

Planted in the border, they do not interfere with the growth of flowers right up to and around them, and may be planted as close as 6 ft. apart. Use J. & P. *Dwarfer Dwarf* Apple Trees in pairs at a gate or entrance, or in corners, borders, or alongside fences and walls, or among your shrubs. In a miniature orchard they are best spaced about 10 × 10 ft.

A Horticultural Triumph!

For hundreds of years orchardists have tried to do it. J. & P. *Dwarfer Dwarf* Apple Trees are grown from buds of our finest full-size American varieties, grafted on a special root-stock (known to pomologists as Malling IX) originated in England. The root-stock makes the miracle—the trees stay dwarf, the Apples ripen 2 weeks earlier, and they begin to bloom and bear the very next year after they start to grow. These trees are both dwarf and longer-lived than those heretofore known as dwarf; they will be living companions to your children or grandchildren.

Planting this fall gives your Trees a quicker start next spring, for greater growth to form more and stronger fruit buds for the following spring.

10 Popular Varieties

Yellow Transparent	Red Delicious
Red Astrachan	Yellow Delicious
Early McIntosh	Cortland
McIntosh Red	Northern Spy
Jonathan	Cox's Orange Pippin

ACT NOW! Quantities available are limited—we urge you to order early. All are 2-year-old, nursery-grown, 4-ft. trees, up to exacting J. & P. standards in every way.

\$2.50 EACH **ANY 3 \$6**
shipped at fall planting time **FOR**

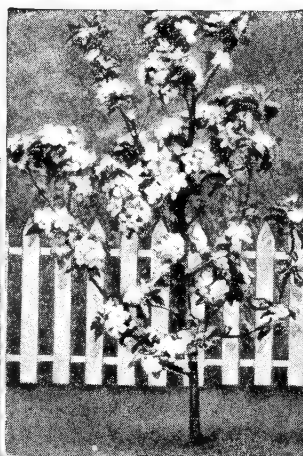
These prices include safe, expert packing, guaranteed to reach you in good condition. *Dwarfer Dwarf* Apple Trees are sent Express charges collect.

New Dwarfer Dwarf Trees

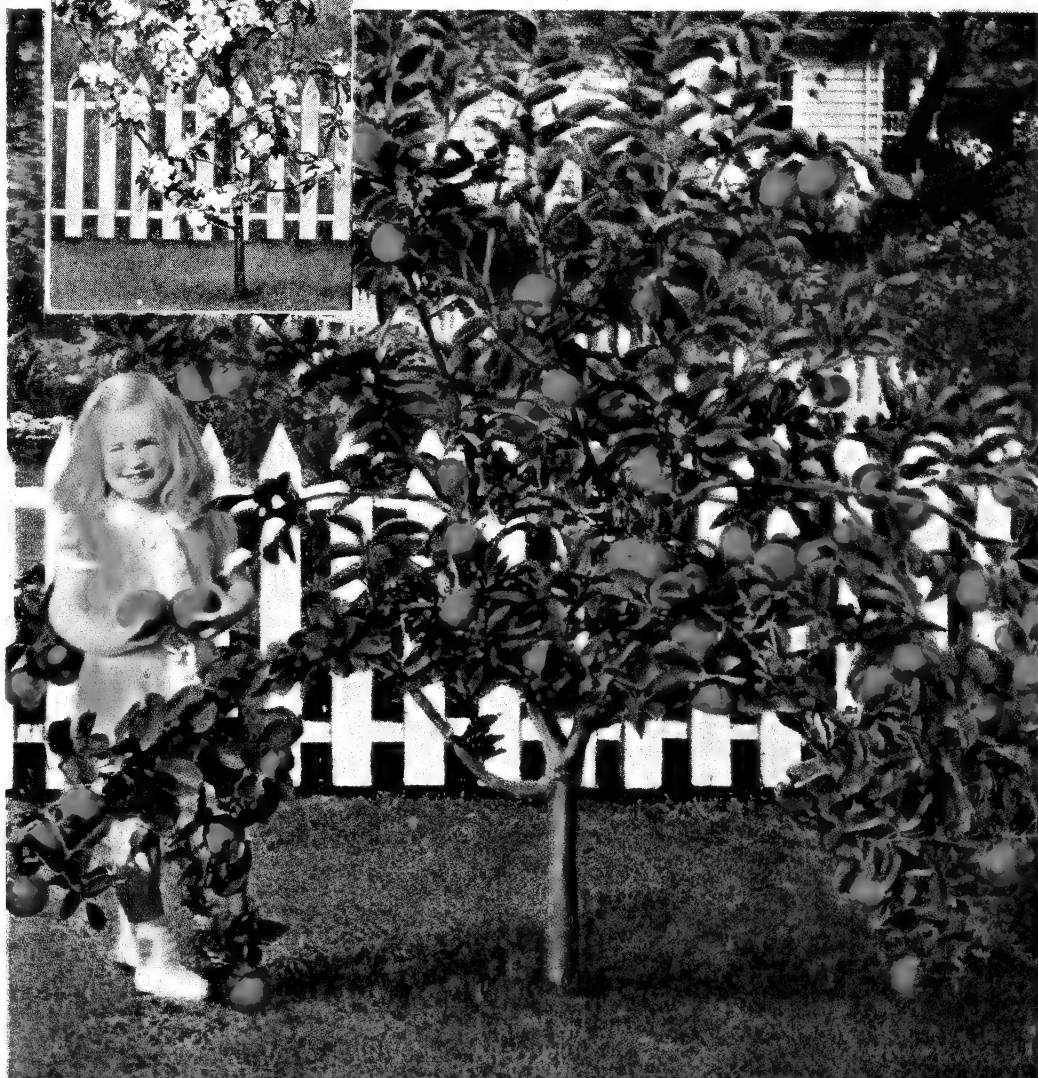
Better, Earlier Fruit on Long-Lived Trees that Stay Dwarf!

NEWLY PERFECTED—now you can plant Apple Trees in even the smallest garden plot and enjoy them all your life, without ever crowding out your Roses, Perennials, or other flowers and vegetables! Think of these midget trees that will give a crop of large, luscious Apples in 1945. You may even have blossoms and some fruit next spring and summer! We have found individual trees with over 500 blossoms 18 months after fall planting and bearing more than 20 pounds of Apples. By the time they are four years old, they are in full bearing.

J. & P. *Dwarfer Dwarf* Apple Trees will bear bigger, more colorful Apples than the big trees do, and about 2 weeks earlier. The trees grow only 5 or 6 ft. tall. They let the sunshine in so every Apple can color beautifully.



The little girl was just three years old when the color picture below was taken; the McIntosh Red Dwarfer Dwarf Apple Tree was planted the year she was born. Even the first year after planting it bloomed as at left, and bore a generous number of Apples. Unless there are other Apple Trees in your neighborhood, it will be well to plant two or more trees on your grounds, to be sure of pollination.



J.&P. FRUITS *for Your Victory Garden*

ALWAYS popular with American gardeners, the spirit of the times has added new interest to planting various fruit trees and vines in home gardens, and as ornamental features. The Victory Garden program fostered by the U. S. Department of Agriculture has stressed the advantages of growing these fruits which mean not only monetary savings to the gardener but also produce the most delicious tree-ripened fruits which cannot be bought at the markets.

Devoting more attention to gardening is patriotic service to the nation. In making these selections we have been guided not only by the merit of each variety as a worthy producer of a delicious, useful crop but also to have a graceful growth that will harmonize with the home grounds.

Prices include safe, expert packing; sent Express charges collect



PEACHES *Beautiful in blossom time—Lavish with luscious fruit*

One of the most desirable of fruits. Trees of graceful, pleasing shape at home in the garden, lawn, or almost any spot in the home grounds.

Golden Jubilee Ripens in Aug. Sweet, golden yellow flesh. Best early yellow. Flushed with red. Freestone; distinct, long shape. Hardy, fertile.

Elberta Ripens around mid-Sept. Large, solid; freestone. Flavorful yellow flesh; canning favorite.

Hale Haven Freestone, bearing Sept. 1. Large, roundish fruit, flesh and skin yellow, blushed red. Sweet flavor. Heavy producer; bears young.

Belle of Georgia A beautiful white-fleshed freestone; yellow skin, red blush. Ripens around Sept. 1. Vigorous, productive. Very sweet, juicy, flavorful.

Large, 1-yr., 4- to 5-ft. trees, any of above varieties: \$1.50 each; any 3 for \$3.75



Golden Jubilee

Pick your own Peaches—soft, juicy and "dead-ripe"—then you'll know what real Peach flavor is!

Dwarf Pear Trees

Like Dwarf Apple Trees, these Dwarf Pear Trees may be used in the landscape planting or lawn, wherever you would use a flowering tree—decorative in shape, beautiful both in bloom and in fruit. They bear full-size top-quality fruit and grow less than half as tall as standard-size trees, producing a splendid crop even the second year after planting. Be sure to include Pears in your plantings. All of these are tested and proved varieties that will give you complete satisfaction. We supply 2-year, finest quality 3- to 4-ft. nursery-grown trees.

Bartlett Luscious, yellow fruit with beautiful red blush. Excellent quality. Most popular. Ripens in Sept. (or late Aug.)

Flemish Beauty Extra-large, choice fruit, juicy, aromatic, rich and sweet. Yellow with dull russet overlay. Ripens Sept.-Oct.

Seckel Sweet, juicy, full flavored. Pears smaller but very abundant; yellowish russet with red cheek. Good to eat, pickle, preserve.

Clapp's Favorite Extra hardy; early; especially tasty. Clear yellow, red blush. Ripens in Aug. Lives up to its name.

Any of the above: \$2.50 each; any 3 for \$6.

SWEET CHERRIES

Beautiful in full bloom. Ornamental in any planting, and generous in tasty fruit for eating and canning.

Black Tartarian Large, heart-shaped. Vigorous upright tree. Heavy crop in June. Luscious, sugary. Best for eating.

Napoleon Really choice, one of the tastiest. Yellow and amber, red blush. Firm, juicy, very sweet. A quick, heavy producer. Large—a special treat for table and canning.

Windsor Hardy, prolific. Very large, dark red, almost black; solid, meaty flesh; alluring taste. July. Unsurpassed for eating, canning.

2-yr.-old, 5- to 7-ft. trees: \$2.50 each; any 3 for \$6.



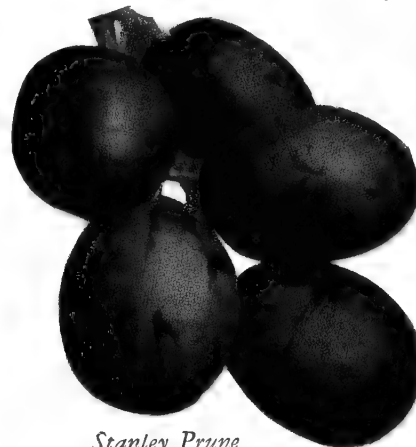
Black Tartarian

SOUR CHERRIES *To enjoy large, super-size Cherries from your own trees for tastiest pies, tarts and canned fruits, plant these sour varieties.*

Montmorency Firm-fleshed; fresh, tart flavor—real "cherry-pie" tang. Large, luscious fruit.

Early Richmond Delightful eating when real ripe. One of the best you can get for pies.

2-yr.-old, 5- to 7-ft. trees, either of above: \$2. each; any 3 for \$5.



Stanley Prune

HARDY PLUMS

One tree will yield up to 200 quarts of fine-flavored fruits; a lovely sight in full bloom, also when laden with Plums. Shapely ornamental growth. Delicious to eat, most desirable for jelly, Plum-butter, preserves.

Stanley Prune Never winter-kills, often bears within 3 years from planting. Ripens 10 days earlier than others. Large, firm, juicy, sweet bluish-purple fruits.

Burbank Vigorous, heavy-bearing. Large, rich-flavored. Excellent quality, very small pits. Ripe in Sept., early Oct.

Lombard Late in Aug. Beautiful violet-red fruit of excellent texture. Hardy, prolific. A splendid Plum.

2-yr.-old, 5- to 6-ft. extra-heavy trees, any of above: \$2. each; any 3 for \$5.

RASPBERRIES

Strong, 2-year, field-grown stock for an abundance of luscious berries beginning the very next year after planting. You enjoy them most when you grow your own. To eat out of hand, for the table, for jellies, jams, preserves, these varieties will delight you.

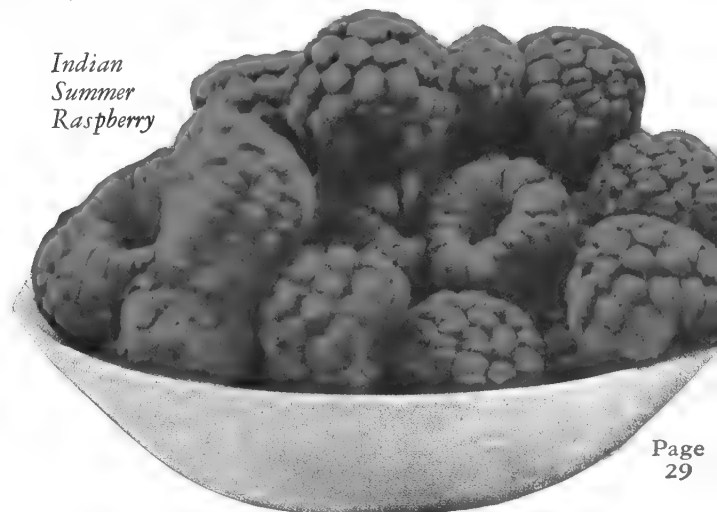
Indian Summer New Everbearing Red First crop in June; second crop starts in Sept., continuing till stopped by freezing. Vigorous, hardy, bears heavily. Finest and most delicious everbearing red Raspberry. 6 plants for \$1.50; 12 for \$2.50.

Latham Red Enormous crops from late June till mid-July. Delicious fresh or canned. 6 plants for \$1.25; 12 for \$2.25.

Golden Queen Creamy to whitish berries; fine flavor. Ideal for immediate eating. Late June. 6 for \$1.50; 12 for \$2.50.

Cumberland Black Vigorous, healthy plants. Remarkably firm berries, sometimes 7/8 in. in diameter. Largest black, prolific, wonderfully flavored. 6 plants for \$1.; 12 for \$1.75.

Indian Summer Raspberry



GRAPES

Always a favorite with gardeners. These finest grade No. 1 plants bear very well every year; some bunches may be expected the year after planting. Fine for fences, pergolas, arbors, etc. You can choose red, white and blue varieties for patriotic arrangements in fruit bowls, etc.

FREDONIA

One of largest, sweetest. Blue-black; superb flavor, 3 weeks earlier than Concord. 75c each; 3 for \$2.; 12 for \$7.50

NIAGARA

The finest White Grape. A vigorous grower, sweet, amber-white. Ripens in mid-Sept. 50c each; 3 for \$1.35; 12 for \$5.

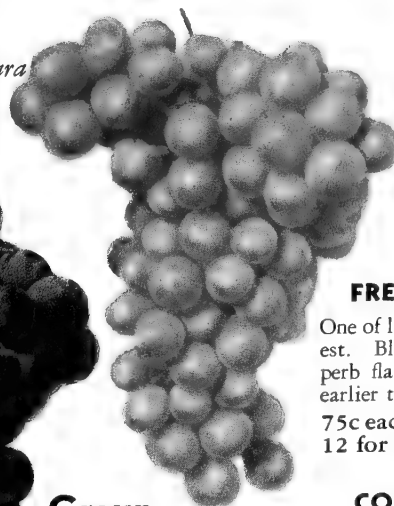
CONCORD

Large, sweet, juicy, blue-black. Mid-Sept. 50c each; 3 for \$1.35; 12 for \$5.

CATAWBA

The red Grape with spicy flavor. Long, large, broad clusters. 50c each; 3 for \$1.35; 12 for \$5.

Niagara



Fredonia



Group #366

4 plants 1 of each (value \$2.25) \$1.85

Modern Perennials

To Plant This Fall

ON THIS page and pages 24, 25, 26 and 27 are those varieties that do best when planted in the fall, or may be planted advantageously in the fall, when it is easier to plan the most effective combinations of plant habit, height, color, succession of bloom. Your plants will be well established for quick growth and early bloom in 1944. All field-grown plants. Guaranteed to live and bloom. Directions for planting and preparation for winter included with every order.

All Modern Perennials Are Sent Prepaid; we do not ship Perennials west of Denver.

VINCA MINOR, Bowles

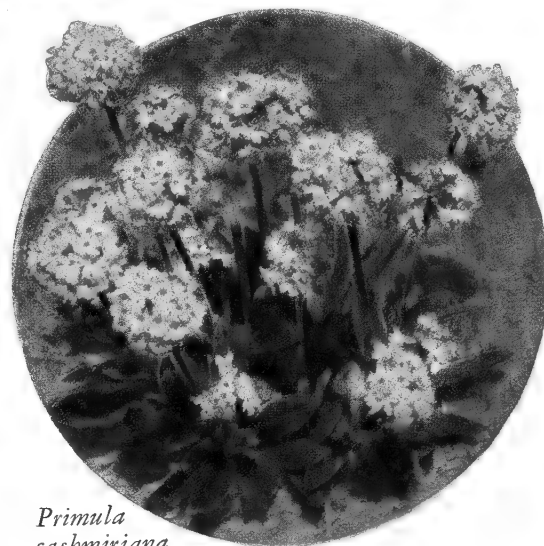
Repeating blooms of Alice-blue, flowers superior to old-fashioned *Vinca minor*. Foliage clean, never rusts or turns brown. Most satisfactory of flowering ground-cover plants. Excellent for shady or unsightly spots. Plant 8 in. apart.

3 for 75c; 10 for \$2.;
100 for \$18.

PRIMULA cashmiriana

The earliest of Primroses in spring. Lovely globes of deep orchid-lavender florets on strong, erect 10- to 12-in. stems. Exotic, interesting. Flower-heads progress slowly, blooming a long time. Prefers semi-shady, moist location.

60c each; 3 for \$1.60; 12 for \$6



Primula cashmiriana

Trollius, Sussex Queen

TROLLIUS, Sussex Queen

A truly fascinating new golden yellow Trollius of the improved Ledebouri type—an improved form of Golden Queen from Ernest Ladham of Sussex, England. The two rows of petals, instead of staying cupped as in other types, flatten out gracefully and effectively, making a beautiful picture with their very interesting stamens, strong filaments, rich-colored anthers. Blooms from end of May into July. Does well in sun and really thrives in semi-shade. Will gracefully beautify your garden. Height 3 to 4 ft.

65c each; 3 for \$1.65; 12 for \$6.50



Vinca Minor, Bowles

Modern Perennial Specials

To Save You Time and Money

Fall Asters

The lovely **Harrington's Adorable** pictured on p. 25, also **Frikarti**, light blue; **Beechwood Charm**, rose-red; **Mount Everest**, supreme white; **Blue Gown**, China-blue.

GROUP #372 5 Plants, 1 of each (value \$2.60) only

J. & P. Hardy Phlox

GROUP #373 6 Plants, 1 of each of the newer varieties described below (value \$3.50)

GROUP #374 18 Plants, 3 of each (value \$10.50)

Garden Chrysanthemums

GROUP #362 8 Plants, 1 of each (value \$4.45, see p. 25)

J. & P. Newer Perennials

Twelve outstanding newer introductions described on page 25.

GROUP #363 12 Plants, 1 of each (value \$7.75)

J. & P. Giant Delphiniums

GROUP #364 6 Plants, 1 of each in color, on pp. 26, 27 (value \$4.20) **\$3.50**

HARDY PHLOX

Clumps of three or more make an attractive group in a border, and in masses they produce radiant summer color that is unexcelled. These new introductions are recommended for the glory of their immense florets, and mounds of color for many years. To complete the color-range we also list the best of the older varieties.

APPLE BLOSSOM

Apple-blossom-pink; 2- to 2½-in. florets. Pyramidal flower-heads; side spikes follow. Disease-resistant. 2½ to 3 ft.

50c ea.; 3 for \$1.35;
12 for \$5.

BLUE BOY

Deep blue. Free bloomer; florets 1½ to 2 in. Large flower-heads. Average height, 24 in.

50c ea.; 3 for \$1.35;
12 for \$5.

FAIRY KING

Heavenly lavender! Large, shapely, rounded heads. Dark green foliage on firm stems. Unusually resistant to Phlox ills. 2 ft.

75c ea.; 3 for \$2.;
12 for \$7.50

HARVEST FIRE

Mammoth salmon-orange heads, branching from bottom; large florets, 1½ to 2 in. Healthy foliage. Long bloomer. 30 in.

50c ea.; 3 for \$1.35;
12 for \$5.

MIKADO

Deep violet, 1½- to 2-in. florets, white eye. Excellent foliage. Most striking color. 18 to 24 in.

50c ea.; 3 for \$1.35;
12 for \$5.

SAN ANTONIO

Immense heads, deep, non-fading blood-red florets. Robust growth. 2½ to 3 ft.

75c ea.; 3 for \$2.;
12 for \$7.50

The Best Older Phlox

Albert Leo Schlageter.

Brilliant scarlet-red.

B. Comte French purple.

C. Zeppelin White; red eye.

Daily Sketch Salmon-pink; crimson eye.

George Stipp Salmon.

Mrs. Harding Salmon.

Painted Lady Peach-pink, deeper eye.

Snow Cap White.

Tigress Orange-scarlet.

Your Choice of Above: 3 for 75c;
6 for \$1.35; 25 for \$4.45

Order Early!

Early orders are shipped first, as the plants are dug. Soon as your order is received, we mail you the *J. & P. Gardening Guide—how to plant, what to do all year round.* For orders under \$10, please send cash with order; if you wish to order C.O.D., send 10 per cent with order. We prepay transportation costs on all cash orders (except Fruits on pages 28 and 29).

New Hardy

TRITOMAS

Sensational! You can have these compelling spires of riotous color all summer, June to Sept., without the fuss of digging up every year as had to be done with the old "red-hot poker plants." 30-in. stems, often 15 to 20 spikes from each plant in a season.

COMET

Brilliant red, truly a "comet." Tall 8-in. spikes, July to Sept.

GOLDEN PRIDE

Deep golden yellow. One clump produces 15 to 20 8-in. spikes.

GALPINI

Dwarf species, 24- to 30-in. stems; 4- to 6-in. spikes of salmon-saffron; July to Oct. Sun or partial shade.

Any of above: 60c each; 3 of a kind, \$1.60; 12 for \$6.

Tritoma, Comet



Phlox, Apple Blossom



CHRISTMAS BOX

and Gift Certificate

for J. & P.

Modern Rose Plants

Special

GIFT ORDER BLANK

X-43

JACKSON & PERKINS CO., NEWARK, NEW YORK STATE

Enter my order for following

Christmas Gift Certificate Boxes: Enclosed is \$.....

☐ Send direct to names below, on Dec. 15.

☐ Send boxes to me.

My name.....

Address.....

Plants to be shipped postpaid to addresses below, at spring planting time.

FOR

GROUP NO.
(OR AMT.)



Name.....

Address.....

GROUP NO.
(OR AMT.)



Name.....

Address.....

GROUP NO.
(OR AMT.)



Name.....

Address.....

GROUP NO.
(OR AMT.)



Name.....

Address.....

GROUP NO.
(OR AMT.)



Name.....

Address.....

GROUP NO.
(OR AMT.)



Name.....

Address.....

See natural color photo of this unique Christmas Box on other side, with complete explanation of how your friends receive the box and token Rose at holiday-time, and the Modern Rose Plants post-paid at spring planting time.

Special Groups for Christmas Giving

- X-21—1 Plant, Mary Margaret McBride, 1943 All-America winner, coral-pink..... **\$1.50**
- X-22—1 Plant, Sonata, the "Streamline" Deep Pink Rose of 1943, Hybrid Tea..... **\$1.50**
- X-23—1 Plant, King Midas, longest-blooming hardy Yellow Climbing Rose..... **\$1.50**
- X-24—1 Plant, Mandalay, the World's Largest Yellow Hybrid Tea..... **\$2.00**
- X-25—2 Plants, Pinocchio, the Rose of Tomorrow, salmon and pink Floribunda..... **\$2.50**
- X-26—3 Plants, Floribunda Roses—Cheer, World's Fair, Pinocchio..... **\$3.00**
- X-27—3 Plants, Best Modern Climbing Roses—King Midas, Blaze, Dr. J. H. Nicolas..... **\$3.50**
- X-28—3 Plants, New Modern Roses for 1944, Hybrid Teas—Katherine T. Marshall, Mme. Marie Curie, Panorama..... **\$4.25**
- X-29—4 Plants, Most Fragrant Modern Roses, Hybrid Teas—Hector Deane, Saturnia, Neige Parfum, Dicksons Red..... **\$4.25**
- X-30—6 Plants, Favorite Hybrid Teas—Eclipse, Dicksons Red, Hector Deane, Gloaming, Countess Vandal, White Briarcliff..... **\$6.00**

On Certificate we show names of Roses or plants, not prices

Order any of these groups, or make up your own selections from the J. & P. 1943 Fall Catalog of Modern Roses, Perennials and Fruits (or simply indicate amounts and let your friends choose for themselves as explained on other side.)

Please Mail Christmas Orders As Early As Possible

● Be Sure to Fill In above, the Name and Complete Address of Each Friend for Whom You Order, to Avoid Delay in Delivery of Your Gifts

ADDITIONAL
ORDER BLANKS
WILL BE SENT ON REQUEST

Christmas Gifts *Supreme!*

Your Friends Receive This
SOUVENIR PLASTIC BOX
at Holidaytime, with the

Modern Rose Gift Certificate

announcing Your Gift of Modern Rose Plants
we are to mail to them postpaid, at proper
Spring Planting Time

THE handmade Calart Rose in each Plastic Box is a *token of the real Roses* your friends will prize in their gardens next summer—your gift of remembrance for years of enjoyment.

The *crystal-clear plastic* Gift Box is specially designed, $6\frac{5}{8} \times 3\frac{5}{8} \times 3\frac{1}{2}$ in. A gift in itself, it creates a fine impression; there are many uses for which your friends will want to keep it. It conveys all the atmosphere of the luxurious gift of Modern Roses they will receive next spring.

Say "Merry Christmas" with Modern Rose Plants

**The Souvenir Box and Certificate
Are Sent at Holiday Time**

The *Greeting Card opens up as a Gift Certificate*, on which your friend's name, the names of the plants to be sent (without the prices) and your own name as sender will be inscribed.

With every gift order of \$1.50 or more we supply free this plastic Gift Box and Calart token Rose, with the Christmas Greeting Gift Certificate.

On December 15, we will mail these festive packages to the names and addresses you supply. *OR*, if you prefer, Boxes and Certificates may be sent to you for presentation (but be sure to give name and address of each person to whom plants are to be sent, on other side of this sheet).

**The Modern Rose Plants Are Sent
at Proper Spring Planting Time**

The Rose Plants you give are kept in perfect condition in our air-conditioned nursery storages till spring planting time, ready to start to grow just as soon as your friends plant them. We mail postpaid.

The Gift That Endures!

Everblooming J. & P. Modern Rose plants are ideal for Christmas giving. Year after year, all through the summer and fall, your friends will continue to enjoy your gift as the Roses bloom—more and more they'll appreciate your thoughtfulness in choosing this way to remember them at Christmastime.

Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS

Newark, New York — *The Rose Capital of America*



HOW TO ORDER

For your convenience we have selected several groups of favorite Modern Roses, on other side. *Or you may make up your own selection of any Plants or Groups in the Fall 1943 Jackson & Perkins Catalog.*

If you prefer, simply indicate the amounts you wish to give and your friends may select from the Jackson & Perkins 1944 Catalog we shall send to them right after Christmas.

**Each gift must be
for \$1.50 or more**

(Also ideal for birthdays, anniversaries, etc., for which special gift cards can be supplied.)

USE ORDER BLANK ON OTHER SIDE

Most Sensational Climbing Rose Ever Introduced . .

Everblooming Dr. J. H. Nicolas

(Plant Patent No. 457)

THE ideal of a lifetime! Each year the demand continues to grow as more and more gardeners admire the wealth of continued bloom on their neighbors' grounds. Everywhere there is delight with the wealth of fragrant blooms, the size of the large, double flowers so like the finest Hybrid Tea Roses—and, most of all, with the everblooming performance of Dr. J. H. Nicolas. Many first-year plants bloom persistently all season! As soon as the first flowers finish, new shoots appear—all summer you will revel in the abundance of bloom. The first flowers remain alluringly attractive till even the last one of the cluster is open full.

For years Dr. J. H. Nicolas, the world-renowned hybridist, had set for his ideal a race of everblooming Climbing Roses with large double blooms like the Hybrid Teas. He made the cross that resulted in this marvelous flower—the triumph he did not live to see fulfilled but which bears his name. Dr. Nicolas was the head of the J. & P. Department of Plant Research; he was succeeded by Eugene S. Boerner who worked with him and under whose direction and inspiration this work has grown to be the largest of Rose-hybridizing operations in all the world. Sharing the ideals of Dr. Nicolas, he treasured this outstanding Rose, gave it the most careful propagation for the gardens of America.

Everblooming. . . immediately after first flowers fade, new shoots appear. A galaxy of bloom repeats again and again, all summer and fall.

Immense. fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, 50 fine-textured petals.

Fragrance. rich, lovely and enduring.

Clusters. 3 or 4 perfect blooms to each long, strong stem.

Hardiness. extremely hardy in all sections of the country.

Pillar. very vigorous, grows 8 to 10 ft. tall. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

\$1.50 each; 3 for \$3.75; 12 for \$15.



A plant of Dr. J. H. Nicolas in full bloom. The size of the mammoth flowers is evident in the one being held in the hand of a Rosarian in this picture.



This picture was taken when Dr. Nicolas was hybridizing in the J. & P. Climbing Rose Gardens; perhaps at the time he was making the cross that resulted in this marvelous Rose.

©
J. & P.
CO.

I N D E X

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CHRISTMAS GIFTS Back Cover

Creations of Dr. Nicolas

MODERN CLIMBERS GROUP #360

Dr. Nicolas was so universally beloved by all who love Roses, we are sure you will take special pleasure in the sentiment of planting his great masterpieces in Climbing Roses, as well as in the enjoyment of these magnificent blooms. So, at a special price, here are **Dr. J. H. Nicolas**, **June Morn** (see p. 22) and the new **King Midas** (see p. 20)

3 Plants 1 of each
(value \$4.50) for only **\$3.75**

Additional Order Blanks and Envelopes mailed on request

GARDEN



Christmas Gifts Supreme!

Your Friends Receive this Souvenir
Plastic Box at Holidaytime, with the

Modern Rose Gift Certificate

announcing Your Gift of Modern Rose Plants
we mail postpaid to Them at Spring Planting Time

THE perfect, handmade Calart Rose in each Plastic Box is a token of the real Roses your friends will prize in their gardens next summer and thereafter—your gift of remembrance for years of enjoyment.

The crystal-clear plastic Gift Box is specially designed, 6 $\frac{5}{8}$ in. x 3 $\frac{5}{8}$ in. x 3 $\frac{1}{2}$ in. A gift in itself, it creates a fine impression and there are many uses for which your friends will want to keep it. It conveys all the atmosphere of the luxurious gift of Modern Roses they will receive next spring.

Say "Merry Christmas" with Modern Rose Plants

The Souvenir Box and Certificate
Are Sent at Holiday Time

The Christmas Greeting Card opens up as a Gift Certificate, on which your friend's name, the names of the plants to be sent (without the prices) and your own name as sender will be inscribed. It states the actual plants will be sent postpaid at proper spring planting time.

With every gift order of \$1.50 or more we supply free this exquisite plastic Gift Box with Rose almost as lovely as a real J. & P. bloom, and the Christmas Greeting Gift Certificate.

On December 15, we will mail these festive packages to the names and addresses you supply on your Christmas Gift order blank. OR if you prefer, Boxes and Certificates may be sent to you for presentation (but be sure to give each name and address to which plants are to be sent next spring).

The Modern Rose Plants Are Sent
at Proper Spring Planting Time

The Rose Plants you give are kept in perfect condition in our air-conditioned nursery storages till spring planting time, ready to start to grow just as soon as your friends plant them.

Please Use Special Christmas Gift Order Blank Enclosed;
Additional Gift Blanks Will Be Sent Gladly, on Request.

The Gift That Endures!

Everblooming J. & P. Modern Rose plants are ideal for Christmas giving. Year after year, all through the summer and fall, every day your friends will continue to enjoy your gift as the Roses bloom—more and more they'll appreciate your thoughtfulness in choosing this way to remember them at Christmastime.

For your convenience, we have selected several groups of favorite Roses and other plants. All are ideal, whether your friends now have a hundred Rose plants or none at all. Or you may make up your own selection—choose any Groups, any Rose, Perennial, Apple, or other plants in this book; each gift to be \$1.50 or more.

If you prefer, simply indicate the amounts you wish to give and your friends may select from the J. & P. 1944 Catalog we shall send to them.

For a merrier way to say "Merry Christmas" this year, give to several names on your Christmas List in this unique way.

This Gift is ideal for other occasions, too. Special cards can be supplied for Birthdays, Anniversaries, "Thank You's," etc.



Specially Selected Groups for Christmas Giving

- X-21—1 Plant, Mary Margaret McBride, 1943 All-America winner, coral-pink. (see p. 11) ... \$1.50
 - X-22—1 Plant, Sonata, the "Streamline" Deep Pink Rose of 1943, Hybrid Tea (see p. 9) ... \$1.50
 - X-23—1 Plant, King Midas, longest-blooming hardy Yellow Climbing Rose (see p. 20) ... \$1.50
 - X-24—1 Plant, Mandalay, the World's Largest Yellow Hybrid Tea (see p. 10) ... \$2.00
 - X-25—2 Plants, Pinocchio, the Rose of Tomorrow, salmon and pink (see inside front cover) ... \$2.50
 - X-26—3 Plants, Floribunda Roses—Cheer, World's Fair, Pinocchio (see p. 4) ... \$3.00
 - X-27—3 Plants, Best Modern Climbing Roses—King Midas, Blaze, Dr. J. H. Nicolas (see pp. 20, 23, inside back cover) ... \$3.50
 - X-28—3 Plants, New Modern Roses for 1944, Hybrid Teas—Katherine T. Marshall, Mme. Marie Curie, Panorama (see pp. 8-9) ... \$4.25
 - X-29—4 Plants, Most Fragrant Modern Roses, Hybrid Teas—Hector Deane, Saturnia, Neige Parfum, Dicksons Red ... \$4.25
 - X-30—6 Plants, Favorite Hybrid Teas—Eclipse, Dicksons Red, Hector Deane, Gloaming, Countess Vandal, White Briarcliff ... \$6.00
- (Or Select Any Plants in this Catalog, so long as Each Gift is \$1.50 or More)

ON YOUR CHRISTMAS ORDER BLANK,
PLEASE BE SURE TO GIVE NAME AND
COMPLETE ADDRESS OF EACH PERSON
FOR WHOM YOU ORDER, TO AVOID
ALL CHANCE FOR DELAY.

A MODERN PERENNIAL YOU'LL SURELY WANT!

Super-Giant Violet Royal Robe

(Plant
Patent
Rights
Reserved)

LIFE-SIZE ROYAL ROBE

Superb flowers
on long stems,
up to 8 in. or more.
Intensely fragrant.

MAGNIFICENT, extra-large flowers of lustrous, deepest violet-blue, so intensely fragrant a few plants will fill the air of your garden and send their delightful perfume even hundreds of feet away. A few flowers will fill an entire room with their fragrance. Ideal for corsages, boutonnieres, bouquets.

The rugged plants have sturdy foliage and bloom abundantly in early spring, also in fall. The graceful blossoms open wide, like a pansy or viola.

We are proud of this new and highly prolific Violet with so many unusual qualities, knowing it is hardy enough to live over winter even in this rigorous climate of northern New York State; we protect the plants with leaves or straw. Strong growing plants.

65c each; 3 for \$1.65; 12 for \$6.50

For other J. & P. Modern Perennials, see pages 24, 25, 26, 27, 30

ALL J. & P. MODERN ROSES AND PERENNIALS ARE SENT PREPAID

Jackson & Perkins Co.
NEWARK, NEW YORK STATE

The Rose Capital of America

